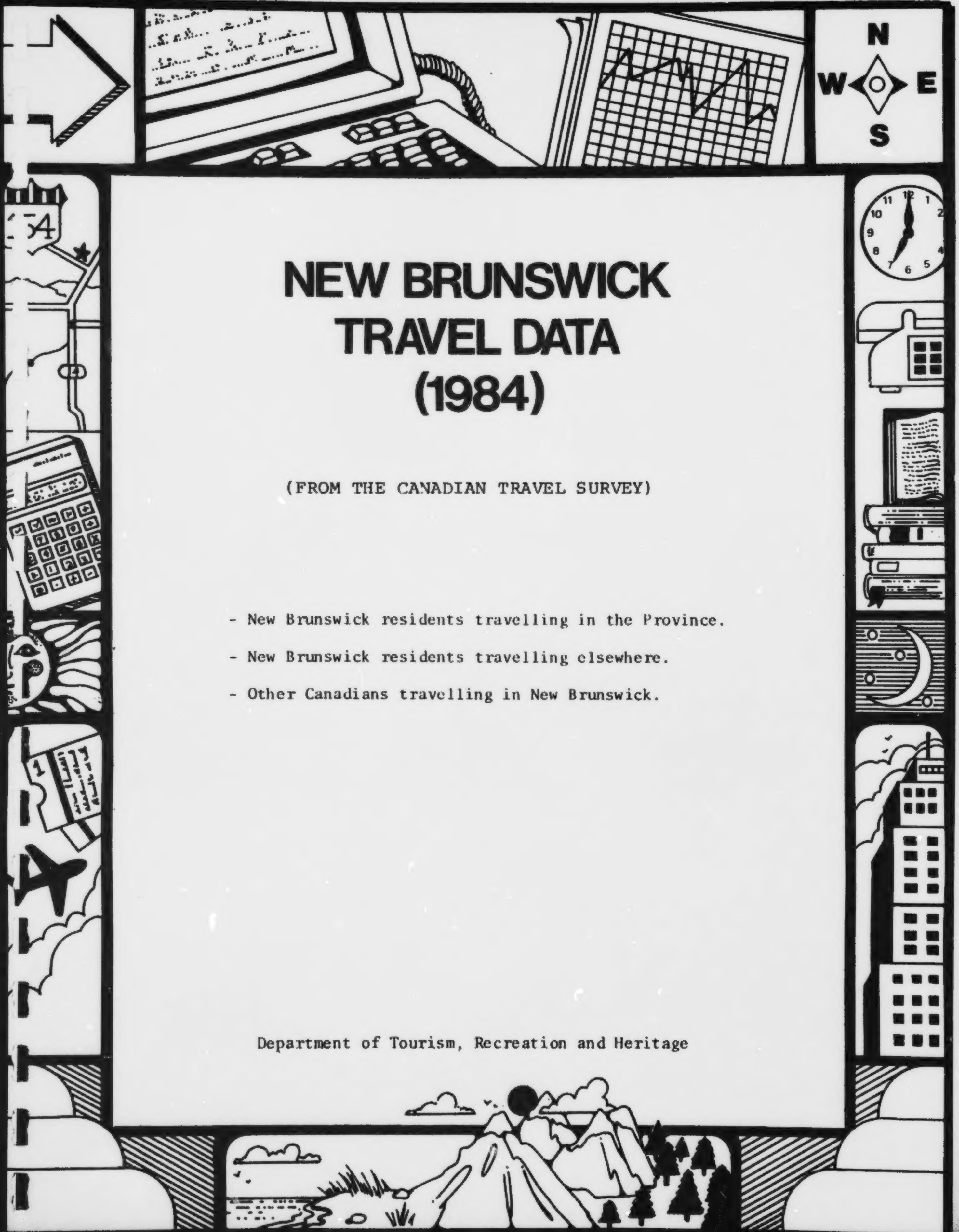

NEW BRUNSWICK TRAVEL DATA

(1984)

(FROM THE CANADIAN TRAVEL SURVEY)

- New Brunswick residents travelling in the Province.
- New Brunswick residents travelling elsewhere.
- Other Canadians travelling in New Brunswick.

Department of Tourism, Recreation and Heritage

Prepared From
The 1984 Canadian Travel Survey

NEW BRUNSWICK
TRAVEL DATA
(1984)

- NEW BRUNSWICK RESIDENTS TRAVELLING IN THE PROVINCE
- NEW BRUNSWICK RESIDENTS TRAVELLING ELSEWHERE
- OTHER CANADIANS TRAVELLING IN NEW BRUNSWICK

Research & Evaluation Division
April, 1986.

Province of New Brunswick
Department of Tourism, Recreation
and Heritage

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1. The Objective of the 1984 Canadian Travel Survey

In 1984 the Canadian Travel Survey collected information on volume and trip characteristics from those Canadians who travelled to a domestic destination at least 80km (50 miles) from home.

The results of the 1984 edition of the Canadian Travel Survey for New Brunswick are presented in short analytical text and statistical tables. The data in the tables are exhibited according to four main travel concepts: person-trips, person-nights, total expenditures, and expenditures for overnight trips.

Statistics Canada conducted the 1984 Canadian Travel Survey. The Province of New Brunswick, Department of Tourism, Recreation and Heritage requested information from the 1984 Canadian Travel Survey and with the information prepared this report.

2. The Methodology of the 1984 Canadian Travel Survey

2.1 Techniques of the Survey

The Canadian Travel Survey is conducted as a supplement to the Labour Force Survey (LFS). The LFS is a multistage stratified probability sample representing the Canadian civilian non-institutionalized residents of Canada 15 years of age and over from the 10 provinces. Excluded are residents of the Yukon and Northwest Territories, and the populations living on Indian Reserves and Crown Lands, inmates of institutions and members of Armed Forces, all of which in total account for only about 2% of the total population of Canada.

The Canadian Travel Survey, conducted for every quarter of 1984, had a sample size between 13,000 and 19,000 households. In each quarter one person 15 years of age or more was randomly selected from each household to respond to the travel survey questionnaire.

Each quarterly survey includes only those trips having a one-way distance from home of 80km (50 miles) or more and those which actually ended during that three-month period. The Canadian Travel Survey excludes travel of members of operating crews of commercial vehicles, such as buses, planes and trucks; travel to work or to school; and transfers to a new residence.

From one quarter to the next the sample size varies. In 1984, some provinces including New Brunswick funded an increase in sample coverage for their residents from 1/6 to 1/2 of the sample size of the Labour Force Survey.

The table that follows indicates the sample size of the Canadian Travel Survey for each quarter of 1984. (Table 1)

Table 1. Sample Size of the Canadian Travel Survey in 1984.

Covering Trips Ending in the Quarter	Number of Households Surveyed in Canada	Number of Households Surveyed in New Brunswick
1st Quarter	13,600	1,980
2nd Quarter	13,000	1,910
3rd Quarter	19,300	1,940
4th Quarter	13,300	1,820

2.2 Sampling Variability

Canadian Travel Survey (CTS) results are estimates from the survey responses of a sample of Canadians. It must be emphasized that these values are only estimates of the true values for the Canadian population which could only be determined through a census.

The expected difference between the sample estimate and the corresponding census value is known as the sampling variability and in this text is measured by the coefficient of variation (CV), expressed in per cent.

The CV is interpreted in the following manner. The chances are about 68 out of 100 that the difference between a sample estimate and the corresponding census value would be less than the CV. The chances are 95 out of 100 that the difference would be less than or equal to twice the CV.

As used by Statistics Canada, this text measures the sampling variability of the CTS by alphabetic codes associated with a range of CVs. (Table 2). The alphabetic codes run from A through H with A indicating the most reliable data. Data assigned a code of 'G' should be used with caution due to low reliability. Estimates with a CV greater than 25.0% are not released (code H).

Table 2. Alphabetic Designation of Coefficient of Variation.

Alphabetic Indicator	Coefficient of Variation
A	0.0% - 0.5%
B	0.6% - 1.0%
C	1.1% - 2.5%
D	2.6% - 5.0%
E	5.1% - 10.0%
F	10.1% - 16.5%
G	16.6% - 25.0%
H	25.1% +

The CVs can be used to construct confidence levels for survey statistics. This can be illustrated through an example. New Brunswickers accounted for 2,491,000 person-trips. This figure has a coefficient of variation in the range of 2.6% to 5.0% (code D), the range using a conservative approach can be as large as 5% of 2,491,000 or 124,550. Therefore, there is a 68% chance that the true value would be betwwen 2,366,450 and 2,615,550 person-trips (or 2,491,000 ÷ 124,550). At a 95% confidence level, the range is twice as large (2,491,000 ÷ 249,100) or between 2,241,900 and 2,740,100. In other words, if a census had been taken, there is a 95% chance that Canadians would have taken between 2,241,900 and 2,740,100 person-trips.

Confidence intervals are useful in assessing whether or not data obtained from sample surveys differ in a statistically significant way.

2.3 Definition of Terms and Concepts

Household - the basic sampling and reporting unit for collecting travel information. It consists of all persons in separate living quarters.

Person-trip - a trip taken by one person either singly or in a group. If four persons go on a trip together, it counts as four person-trips.

Person-night - a night spent by a person. If two persons take a trip involving three nights away from home, there is a count of six person-nights.

(Domestic) traveller - in this publication the term traveller or domestic traveller refers to any persons who completes a trip during the calendar quarter in question. Note that quarterly traveller or person data cannot be aggregated to produce annual totals since persons travelling in more than one quarter would be counted more than once.

Destination - the place reported by the respondent as the destination. If more than one location was visited on the same trip, the point furthest away from the origin of the trip was considered as the destination.

Origin/residence - place of residence of respondent when the respondent took the trip.

Primary means of transportation - the means of transportation used to cover the greatest distance on the trip.

Main reason of trip - the main reason why the respondent went on the trip, regardless of the reason anyone else from the household had for taking the trip. Only five choices of main reason are allowed: business; convention; visiting friends and relatives; pleasure; and personal.

Activity participation - for each trip reported, respondents were asked to indicate whether or not they participated in each of 10-12 designated activities, which included visiting friends and relatives, shopping, sightseeing, visiting a national, provincial or regional park, attending a sports event and participating in sports or outdoor activity. In addition five specific outdoor sports activities were included: swimming, hunting or fishing, cross-country skiing and downhill skiing.

In each quarter particular activities were added to the questionnaire to correspond with special events that took place in 1984. These activities included the following: view or board the Tall Ships (for any travel in Nova Scotia or Québec); attend 1534-1984 celebrations (for any travel in Québec); attend events related to the Pope's visit.

EXPENDITURES:

Reported Expenditures - refers to amount the respondent reported as part of his or her personal expenditures when travelling. For a business trip, all expenditures paid by the company or employer are to be included by the respondent. The expenditure categories are as follows.

Prepaid packages (i.e. package tours) - includes two or more items paid for in advance of the trip. These items may be a combination of transportation and accommodation or accommodation with food and beverges, etc.

Transportation to and from the destination - includes ticket fare for aircrafts, boats, etc. On trips where an automobile was the main method, the cost will include expenditures for gas, etc.

Local transportation (i.e. taxis, bus, etc) - includes the cost of taxis, bus fares, subway fares, etc. Local transportation will also include the rental of a car and such things a bus tours in the locale of the destination.

Accommodation - total expenditures for nights spent in hotels, motels, cabins, cottages, camping, etc. In the case of trips to cottages or chalets by the owners, there will usually be no cost for accommodation.

Food and beverages - includes the total amount spent to buy groceries, meals in restaurants, drinks, etc., during the period of the whole trip.

Recreation and entertainment - includes costs for admissions to theatres, sports events, art galleries, night clubs, etc.

Other (souvenirs, etc.) - includes souvenirs, clothing, etc.

Total - if the selected respondent was unable to provide a breakdown of his/her expenditures but could provide a total figure, this would be recorded in the total category. Respondents have increasingly used this category, 46% in 1984. As a result, year to year comparisons between categories should be viewed with extreme caution.

Reallocated Expenditures - in co-operation with Tourism Canada, a three-step procedure is used for the redistribution of reported expenditures as follows.

Redistribute expenditures of the "Prepaid packages" category - the procedure examines detailed expenditures on those questionnaires which did not report any expenditures on prepaid packages. These were further divided into four groups: sameday trips - using private or public transportation, and trips of one or more nights - using private or public transportation. The percentage distribution of these groups becomes the guide for reallocating all prepaid package expenditures.

Redistribute expenditures of the "Total" category - these expenditures were subdivided using the same procedure as "Prepaid packages". It is assumed that the distribution of expenditures is the same for both those who responded in detail and those who provided a total only. Therefore, the above groups are used as a basis for the percentage distribution for those returns giving totals only.

Redistribute expenditures to province of receipt - this procedure is based on the origin of the traveller, destination and number of nights recorded in a province. For example: A Canadian traveller from Manitoba takes a four-day trip to Ontario. He spends two nights in Ontario and one in Manitoba. His expenditures would be allocated proportionately to the two nights spent in Ontario and the one night in Manitoba.

It should be noted that any redistribution of trip expenditures has to be arbitrary to some extent, because the province in which a financial transfer is made does not necessarily reflect a benefit to the recipient province. This is particularly true in the case of the purchase of tickets on public transportation. In such cases the bulk of the money involved may be transferred to company headquarters elsewhere in Canada or even outside the country. Unfortunately information on such redistribution is not available.

Reallocated provincial expenditures differ from **reported provincial expenditures** in that the latter represents spending of travelling residents of one province (i.e. the cost of the entire trip by origin/destination) whereas the former is an attempt to allocate travel spending to the provinces in which funds were actually spent (i.e. the province(s) visited).

SUBPROVINCIAL REGIONS

Data on origin of travellers are provided by Economic Regions and on their destinations by Tourism Regions. The Tourism Regions were developed jointly by the Travel, Tourism and Recreation Section of Statistics Canada and provincial departments of tourism with support from Tourism Canada, in response to government needs for regional data on domestic travel for planning and marketing purposes. Due to the size of the sample used in the Canadian Travel Survey, however, only aggregate data can be produced on a sub-provincial basis.

2.4 Presentation and Limits of the Canadian Travel Survey Data

The purpose of this report is to satisfy the many types of inquiries concerning the behavior of New Brunswickers travelling within and outside their Province and Canadians from other Provinces travelling within New Brunswick.

The advantage of using person-trips to present the results of this survey is to show the quarterly data of the CTS as being cumulative. Therefore, it is possible to present the results covering the entire year, which could not be done if 'travellers' were used to show the results.

A limitation of the CTS is such that we cannot establish the annual rate of departure of travellers, just person-trips.

The report uses the reallocated expenditures which are a redistribution of the "Prepaid packages" category, the "Total" category, and the expenditures to province of receipt. These three categories are explained in section 2.3 - Definition of terms and concepts.

3. 1984 Survey Findings For New Brunswickers Travelling Within New Brunswick

3. 1984 Survey Findings for New Brunswickers Travelling within New Brunswick

OVERVIEW

New Brunswick residents travelling within their Province completed 1,687,000 person-trips. This accounted for approximately two-thirds of the total person-trips carried out by New Brunswickers in 1984. The greatest percentage of person-trips occurred during the months of July, August, and September (third quarter) and represented 30.8% of the total person-trips taken during the year.

New Brunswickers' principle destination of travel was the St. John River tourism region. The data also revealed that the residents of the St. John River economic region had the greatest tendency to travel.

The greatest percentage of person-trips took place on the weekends. Most trips were made by automobile; the primary purpose for travel was to visit friends and relatives; and one-day excursions were the most popular.

When travel extended overnight the majority of the trips were for two nights or less. The average duration of each trip was 1.3 nights. While away from home most people stayed with friends and relatives.

New Brunswickers spent $105,340,000 while travelling within New Brunswick in 1984. This accounted for approximately 40% of the year's total expenditures for travel, compared to approximately 60% for travel outside the Province.

The greatest percentage of the total expenditures within the Province resulted from pleasure trips. The expenditures in the St. John River tourism region were higher than in the other tourism regions; and the expenditures generated in the third quarter were higher than those in the other quarters.

4. Details Of Person-Trips Completed By New Brunswickers Travelling Within New Brunswick In 1984

4.1 COMPARISON OF TRIPS WITHIN NEW BRUNSWICK TO TRIPS OUTSIDE THE PROVINCE

Table 3 Destination of New Brunswickers Travelling in 1984

(Actual and Percentage)

Destination	Person-trips '000	Person-trips %	Person-nights '000	Person-nights %
Within New Brunswick	1,687	67.7	2,206	35.9
Outside New Brunswick	804 (E)	32.3	3,933	64.1
TOTAL	2,491	100.0	6,139	100.0

- In 1984, 1,687,000 person-trips were made within the Province by New Brunswickers. This represents approximately two-thirds (67.7%) of the total travel carried out by New Brunswickers.
- It was found that New Brunswickers travelled more frequently within the Province than outside; however, the duration of trips taken within the Province were substantially shorter (1.3 nights) compared to out-of-province travel (4.9 nights).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

4.2 QUARTERLY RESULTS OF TRIPS WITHIN NEW BRUNSWICK

Table 4 Trips by New Brunswickers Travelling Within the Province in 1984, Reported Quarterly

(Actual and Percentage)

Quarter	Person-trips		Person-nights	
	'000	%	'000	%
1st Quarter	373 (E)	22.1	445 (G)	20.2
2nd Quarter	321 (E)	19.0	448 (G)	20.3
3rd Quarter	519 (E)	30.8	759 (F)	34.4
4th Quarter	474 (E)	28.1	554 (G)	25.1
TOTAL	1,687	100.0	2,206	100.0

- The greatest percentage of person-nights (34.4%) and person-trips (30.8%) occurred in the third quarter.

- The duration of each trip varied from one quarter to another, with the longest being in the third quarter (1.5 days), and the shortest in the first and fourth quarters (1.2 days).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

4.3 TOURISM REGIONS VISITED WITHIN NEW BRUNSWICK

Table 5 Destination of New Brunswickers Travelling Within the Province in 1984, by Tourism Region

(Actual and Percentage)

Tourism Region of Destination	Person-trips '000	Person-trips %	Person-nights '000	Person-nights %
(01) Restigouche	62 (F)	3.7	H	---
(02) St. John River	680 (E)	40.3	762 (F)	34.5
(03) Fundy	327 (E)	19.4	457 (F)	20.7
(04) Acadian Shore North	119 (F)	7.1	195 (G)	8.8
(05) Acadian Shore South	368 (E)	21.8	452 (F)	20.5
(06) Miramichi	108 (F)	6.4	205 (G)	9.3
Tourism Region Not Stated	23 (G)	1.3	H	---
TOTAL	1,687	100.0	2,206	100.0

- The greatest percentage of person-trips (40.3%) made by New Brunswickers travelling within the Province were to the St. John River tourism region. Other regions with the most person-trips by New Brunswickers were the Acadian Shore South and the Fundy, with 21.8% and 19.4%, respectively.

- The longest duration of stay (1.9 nights) was made in the Miramichi tourism region, whereas the shortest stays (1.1 nights) were made in the St. John River tourism region. It was also found that the most person-nights (34.5%) were spent in the St. John River tourism region.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

4.4 ECONOMIC REGION OF ORIGIN OF NEW BRUNSWICK TRAVELLERS

Table 6 Origin of New Brunswickers Travelling Within the Province in 1984, by Economic Region

(Actual and Percentage)

Economic Region of Origin	Person-trips '000	Person-trips %	Person-nights '000	Person-nights %
(1) Restigouche	84 (F)	5.0	155 (G)	7.0
(2) St. John River	589 (E)	34.9	746 (F)	33.8
(3) Fundy	422 (E)	25.0	598 (F)	27.1
(4) Acadian Shore North	177 (E)	10.5	222 (G)	10.1
(5) Acadian Shore South	246 (E)	14.6	349 (G)	15.8
(6) Miramichi	158 (F)	9.4	125 (G)	5.7
Economic Region Not Stated	H	---	H	---
TOTAL	1,687	100.0	2,206	100.0

- Travellers from the St. John River economic region accounted for slightly more than a third of the total person-trips (34.9%) and person-nights (33.8%). Other regions of importance were Fundy and Acadian Shore South, accounting for 25.0% and 14.6% of the total person-trips, respectively.

- The tendency to travel differed from region to region. The people of the St. John River economic region and the Fundy economic region had the greatest tendency to travel. The people of the Restigouche economic region had the least tendency to travel.

- There were more travellers from the Acadian Shore South than visitors entering this region.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

4.5 PRIMARY PURPOSE FOR TRAVEL WITHIN NEW BRUNSWICK

Table 7 New Brunswickers' Primary Purpose for Travel Within the Province in 1984

(Actual and Percentage)

Primary Purpose	Person-trips		Person-nights	
	'000	%	'000	%
Visit Friends / Relatives	611 (E)	36.2	1,029 (F)	46.6
Pleasure	492 (E)	29.2	664 (F)	30.1
Personal	322 (E)	19.1	284 (G)	12.9
Business	244 (E)	14.5	204 (G)	9.2
Convention	H	---	H	---
Purpose Not Stated	H	---	H	---
TOTAL	1,687	100.0	2,206	100.0

- New Brunswickers' primary purposes for travel were as follows: visiting friends and relatives (36.2% of the total person-trips); pleasure (29.2%); personal (19.1%); and business (14.5%).
- New Brunswickers, when travelling to visit friends and relatives, had a tendency to stay longer (1.7 nights) than when travelling for other purposes.
- Travelling for the purpose of visiting friends and relatives was highest in the fourth quarter (41.6% of the total person-trips) and lowest in the first quarter (32.0%).
- In the third quarter, travel for pleasure and travel to visit friends and relatives were equally high, each being 34% of the total person-trips.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

4.6 ACTIVITIES OF NEW BRUNSWICKERS TRAVELLING WITHIN THE PROVINCE

Table 8 Types of Activities New Brunswickers Participated In While Travelling Within the Province in 1984

(Actual and Percentage)

Activities	Person-trips		Day-trips		Overnight-trips	
(Multiple Counts)	'000	%	'000	%	'000	%
Visiting Friends & Relatives	834(E)	29.3	249(E)	24.4	584(E)	32.0
Shopping	600(E)	21.1	258(E)	25.2	342(E)	18.7
Sightseeing/Touring	180(E)	6.3	51(F)	5.0	129(F)	7.1
Attend Cultural Event/Activity	32(G)	1.1	H	--	20(G)	1.1
Nightlife/Recreation	131(F)	4.6	27(G)	2.6	104(F)	5.7
Visit Zoo/Historical Site/ Natural Display	75(F)	2.6	27(G)	2.6	47(F)	2.6
Visit National/Provincial/ Regional Park	60(F)	2.1	H	--	50(F)	2.7
Attend Sports Activities	99(F)	3.5	38(G)	3.7	61(F)	3.3
Participate in Sports/ Outdoor Activities	162(F)	5.7	37(G)	3.6	125(F)	6.8
Swimming	85(F)	3.0	H	--	80(F)	4.4
Other Water Sports	16(G)	0.6	H	--	H	--
Hunting or Fishing	63(F)	2.2	H	--	49(F)	2.7
Cross-country Skiing	H	--	H	--	H	--
Downhill Skiing	H	--	H	--	H	--
Other Activities	37(G)	1.3	H	--	22(G)	1.2
None of the Above	380(E)	13.3	248(E)	24.3	132(F)	7.2
Winter Carnivals (1st quarter)	H	--	H	--	H	--
Local Festivals or Events	72(F)	2.5	21(G)	2.1	51(F)	2.8
Attend Events Related to Pope's Visit	H	--	H	--	H	--
TOTAL ACTIVITIES PARTICIPATED IN	2,849	100.0	1,022	100.0	1,827	100.0

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

- The two main activities involved in by New Brunswickers travelling within the Province were visiting friends and relatives (29.3% of the total person-trips) and shopping (21.1%).

- New Brunswickers participated in 1.7 activities per person-trip (total activities participated in ÷ total person-trips).

- 70.0% of the travellers who visited friends and relatives stayed at least one night, while only 57.0% of the travellers who went shopping stayed at least one night.

4.7 PERIOD OF THE WEEK DURING WHICH TRAVEL TOOK PLACE WITHIN NEW BRUNSWICK

Table 9 Weekend-Only Versus During-the-Week Travel by New Brunswickers Travelling Within the Province in 1984.

Period	Person-trips		Person-nights	
	'000	%	'000	%
Weekend - Only	883 (E)	52.4	1,221 (F)	55.3
During-the-Week *	785 (E)	46.5	961 (F)	43.6
Not Stated	19 (G)	1.1	H	-
TOTAL	1,687	100.0	2,206	100.0

* During-the-week is defined as any duration of travel other than weekends-only.

- Weekend-only travel accounted for the majority of the person-trips (52.4%) and person-nights (55.3%) logged by New Brunswick travellers.

Margin of Error

E - 5.1 - 10.0%   F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

4.8 DURATION OF STAY WHILE TRAVELLING WITHIN NEW BRUNSWICK

Table 10 Length of Stay by New Brunswickers Travelling Within the Province in 1984

(Actual and Percentage)

Length of Stay	Person-trips '000	Person-trips %	Person-nights '000	Person-nights %
No nights	773 (E)	45.8	--	--
1 night	252 (E)	14.9	245 (G)	11.1
2 nights	448 (E)	26.6	881 (F)	39.9
3 nights	105 (F)	6.2	307 (G)	13.9
4 nights	41 (G)	2.4	160 (G)	7.3
5 - 9 nights	46 (F)	2.7	264 (G)	12.0
10 - 16 nights	18 (G)	1.1	205 (G)	9.3
17 - 30 nights	H	--	H	--
31 nights or more	H	--	H	--
TOTAL	1,687	100.0	2,206	100.0

- Most of the trips taken (45.8%) were one day excursions, with no nights spent away from home.

- Most travel (87.3%) was for very short trips (two nights or less). These very short trips represented 51.0% of the total person-nights.

- The very long trips (10 nights or more) represented only 1.1% of the total person-trips and 9.3% of the total person-nights .

- The average duration of each trip taken by New Brunswickers was 1.3 nights (total person-nights ÷ total person-trips).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

4.9 MODE OF TRANSPORTATION USED WITHIN NEW BRUNSWICK

Table 11 Mode of Transportation Used by New Brunswickers Travelling Within the Province in 1984

(Actual and Percentage)

Transportation Mode	Person-trips		Person-nights	
	'000	%	'000	%
Automobile	1,590	94.3	2,018 (F)	91.5
Bus	52 (F)	3.1	H	--
Rail	26 (G)	1.5	H	--
Boat	H	--	H	--
Other	H	--	H	--
Air Travel (With Car Rental)	H	--	H	--
Not Stated	H	--	H	--
TOTAL	1,687	100.0	2,206	100.0

- The automobile was the primary means of transportation used by New Brunswickers (94.3% of the total person-trips).

- The bus was the second most used means of transportation (3.1% of the total person-trips).

- The use of the rail system was a mere 1.5% of the total person-trips.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

4.10 PARTY COMPOSITION OF NEW BRUNSWICKERS TRAVELLING WITHIN THE PROVINCE

Table 12 Party Composition of New Brunswickers Travelling Within the Province in 1984

(Actual and Percentage)

Group Composition	Person-trips '000	%
One Adult	486 (E)	28.8
Two Adults	443 (E)	26.3
Three Adults	53 (F)	3.1
Four Adults	18 (G)	1.1
SUB-TOTAL OF ADULTS ONLY	1,000 (E)	59.3
One Adult With Children	208 (E)	12.3
Two Adults With Children	417 (E)	24.7
Three Adults With Children	51 (F)	3.0
Four Adults With Children	H	--
SUB-TOTAL OF ADULTS WITH CHILDREN	687 (E)	40.7
TOTAL	1,687	100.0

- Over one-half of the person-trips (59.3%) were taken by adults unaccompanied by children under 15 years of age. Of this group, 48.6% of the person-trips were taken by one adult, and 44.3% by two adults.

- The trips consisting of two adults with children accounted for 24.7% of the total person-trips.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

4.11 TYPES OF ACCOMMODATIONS USED WITHIN NEW BRUNSWICK

Table 13 Types of Accommodations Used by New Brunswickers Travelling Within the Province in 1984

(Actual and Percentage)

Accommodation Type (Multiple Counts)	Person-trips '000	Person-trips %	Person-nights '000	Person-nights %
Hotel	59 (F)	6.4	H	--
Motel	122 (F)	13.2	244 (G)	10.8
Camping	56 (F)	6.0	188 (G)	8.4
Friends and Relatives	600 (E)	64.7	1,420 (F)	63.1
Private Cottage	51 (F)	5.5	179 (G)	8.0
Commercial Cottage	H	--	H	--
Other	29 (G)	3.1	H	--
Not Stated	H	--	H	--
TOTAL*	927 (E)	100.0	2,251	100.0

* Given that a certain number of person-trips taken used two or more types of lodging during the course of the same trip, the total number of person-trips are therefore higher than the actual number of person-trips taken.

- The type of accommodation most frequently used was the homes of relatives and friends (64.7% of the total person-trips). This was followed by the use of motels (13.2%).
- The homes of relatives and friends were used for 63.1% of the total person-nights, whereas motels were used for 10.8%, camping for 8.4%, and private cottages for 8.0%.
- The average duration of stay varied little from one type of accommodation to another. Travellers who used private cottages during their trip stayed the longest (3.5 nights), while those using motels stayed the shortest length of time (2.0 nights).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: -Canadian Travel Survey, 1984

4.12 TYPES OF ACCOMMODATIONS USED IN THE VARIOUS TOURISM REGIONS

Table 14 Types of Accommodations Used by New Brunswickers Travelling in the Various Tourism Regions in 1984

(Actual and Percentage)

Accommodation Type (Multiple Counts)	Restigouche Person-Trips '000	%	St. John River Person-Trips '000	%	Fundy Person-Trips '000	%	Acadian Shore North Person-Trips '000	%	Acadian Shore South Person-Trips '000	%	Miramichi Person-Trips '000	%
Hotel	H	--	16(G)	4.6	18(G)	10.7	H	--	20(G)	10.6	H	--
Motel	H	--	45(G)	12.9	21(G)	12.4	H	--	31(G)	16.5	H	--
Camping	H	--	28(G)	8.0	H	--	H	--	H	--	H	--
Friends/Relatives	27(G)	71.1	232(E)	66.5	102(F)	60.4	56(F)	70.9	114(F)	60.6	61(F)	75.3
Private Cottage	H	--	24(G)	6.9	H	--	H	--	H	--	H	--
Commercial Cottage	H	--	H	--	H	--	H	--	H	--	H	--
Other	H	--	H	--	16(G)	9.5	H	--	H	--	H	--
Not Stated	H	--	H	--	H	--	H	--	H	--	H	--
TOTAL	38(G)	100.0	349(E)	100.0	169(E)	100.0	79(F)	100.0	188(E)	100.0	81(F)	100.0

- The homes of relatives and friends were the most frequently used type of accommodation. The greatest percentage of person-trips using this type of accommodation took place in the Miramichi tourism region. The longest duration of stay in the homes of relatives and friends took place in the Fundy tourism region, 2.8 nights.

- The greatest percentage of person-trips using commercial accommodations took place in the Acadian Shore South tourism region.

Margin of Error
E - 5.1 - 10.0% F - 10.1 - 16.5% G - 16.6 - 25.0%(to be used with caution) H - over 25.0% (data not released)
Source: Canadian Travel Survey, 1984

4.13 AVERAGE ONE-WAY TRIP DISTANCE TRAVELLED WITHIN NEW BRUNSWICK

Table 15 Average One-way Trip Distance Travelled by New Brunswickers Within the Province in 1984

(Actual and Percentage)

Distance km/miles		Person-trips '000	%
80 - 159 km	(50 - 99 miles)	934 (E)	55.4
160 - 319 km	(100 - 199 miles)	582 (E)	34.5
320 - 479 km	(200 - 299 miles)	106 (F)	6.3
480 - 639 km	(300 - 399 miles)	32 (G)	1.9
640 - 1,279 km	(400 - 799 miles)	H	--
1,280 - 1,919 km	(800 - 1,199 miles)	H	--
1,920 km or more	(1,200 miles or more)	H	--
Not Stated		20 (G)	1.2
TOTAL		1,687	100.0

- Approximately 90% of the total person-trips taken by New Brunswickers did not exceed 319 km (one-way).
- The majority of the person-trips were under 160 km one-way (55.4%).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

5. Details Of Expenditures Made By New Brunswickers Travelling Within New Brunswick In 1984

5.1 COMPARISON OF EXPENDITURES WITHIN TO EXPENDITURES OUTSIDE NEW BRUNSWICK

Table 16 Expenditures by New Brunswickers Travelling Within and Outside the Province in 1984

(Actual and Percentage)

Destination	Total Expenditures $'000	 %
Within the Province	105,340 (E)	38.0
Outside the Province	171,651 (E)	62.0
TOTAL	276,991 (E)	100.0

- It was found that New Brunswickers spent more money outside the Province, 62.0% of the total expenditures.

- The average expenditure per person-trip within the Province was $62, whereas outside the Province it was $213.

- The average expenditure per person-night within the Province was $48, whereas outside the Province it was $44.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

5.2 QUARTERLY RESULTS OF EXPENDITURES WITHIN NEW BRUNSWICK

Table 17 Expenditures by New Brunswickers Travelling Within the Province in 1984, Reported Quarterly

(Actual and Percentage)

Quarter	Total Expenditures $'000	%
1st Quarter	22,201 (F)	21.1
2nd Quarter	20,606 (G)	19.6
3rd Quarter	33,176 (F)	31.5
4th Quarter	29,357 (F)	27.8
TOTAL	105,340 (E)	100.0

- The expenditures by New Brunswickers travelling within the Province were highest in the third quarter (31.5% of the total expenditures). The expenditures during the remainder of the year were as follows: the fourth quarter (27.8%); the first quarter (21.1%); and the second quarter (19.6%).

- It was during the third quarter that the person-trips and person-nights were highest, 30.8% and 34.4%,respectively. It was also during this period that the expenditures were greatest.

- The expenditures per person-trip calculated quarterly were determined by this formula: expenditures per quarter ÷ person-trips per quarter. In the first quarter, an average of $59.52 was spent per person-trip, $64.19 was spent in the second quarter, $63.92 in the third,and $61.93 in the fourth.

- The expenditures per person-night calculated quarterly were determined by this formula: expenditures per quarter ÷ person-nights per quarter. In the first quarter, an average of $49.88 was spent per person-night, $45.99 was spent in the second quarter, $43.71 in the third, and $52.99 in the fourth.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

5.3 EXPENDITURES BY NEW BRUNSWICKERS TRAVELLING IN THE VARIOUS TOURISM REGIONS WITHIN THE PROVINCE

Table 18 Expenditures by New Brunswickers Travelling in the Various Tourism Regions Within the Province in 1984

(Actual and Percentage)

Tourism Region of Destination	Total Expenditures $'000	%	Expenditures for Overnight Trips $'000	%
(1) Restigouche	H	--	H	--
(2) St. John River	39,169 (F)	37.2	26,844 (F)	37.2
(3) Fundy	18,989 (F)	18.0	11,973 (G)	16.6
(4) Acadian Shore North	7,879 (G)	7.5	6,603 (G)	9.2
(5) Acadian Shore South	28,852 (F)	27.4	18,399 (F)	25.5
(6) Miramichi	5,560 (G)	5.3	H	--
Tourism Region Not Stated	H	--	H	--
TOTAL	105,340 (E)	100.0	72,126 (E)	100.0

- The St. John River tourism region received the largest percentage of the total expenditures by New Brunswickers travelling in 1984 (37.2%). The other regions received the following proportions: Acadian Shore South (27.4%); Fundy (18.0%); Acadian Shore North (7.5%); and the Miramichi (5.3%).

- The person-trips to each of these regions were in the same order of magnitude.

- The tourism region boasting the greatest expenditure per person-trip was the Acadian Shore South at $78.40 per person-trip, followed by the Acadian Shore North at $66.21 per person-trip.

- The tourism region with the lowest expenditure per person-trip was the Miramichi at $51.48 per person-trip, followed by the St. John River at $57.60 per person-trip and the Fundy at $58.07 per person-trip.

- The average expenditure per person-trip by New Brunswickers travelling within the Province was $62.44.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

5.4 EXPENDITURES ACCORDING TO NEW BRUNSWICKERS' PRIMARY PURPOSE OF TRAVEL WITHIN THE PROVINCE

Table 19 Expenditures According to New Brunswickers' Primary Purpose of Travel Within the Province in 1984

(Actual and Percentage)

Primary Purpose	Total Expenditures $'000	%	Expenditures for Overnight Trips $'000	%
Visit Friends/Relatives	30,112 (F)	28.6	24,324 (F)	33.7
Pleasure	35,882 (F)	34.1	24,492 (F)	34.0
Personal	18,627 (F)	17.7	8,030 (G)	11.1
Business	19,300 (F)	18.3	14,082 (G)	19.5
A Convention	H	--	H	--
Not Stated	H	--	H	--
TOTAL	105,340 (E)	100.0	72,126 (E)	100.0

- Expenditures were highest for pleasure trips (34.1% of the total expenditures) and for trips to visit friends and relatives (28.6%).

- Expenditures for overnight trips were highest for pleasure trips (34.0% of the total expenditures for overnight trips), closely followed by visits to friends and relatives (33.7%).

- The average expenditures per person-trip for each primary purpose were as follows: visit friends and relatives ($49.28); pleasure ($72.93); personal ($57.84); and business ($79.09).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

5.5 EXPENDITURES FOR ACTIVITIES WITHIN THE PROVINCE

Table 20 Expenditures for Activities by New Brunswickers Travelling Within the Province in 1984

(Actual and Percentage)

Activities (Multiple Counts)	Total Expenditures $'000	%	Expenditures for Overnight Trips $'000	%
Visiting Friends/Relatives	47,332 (F)	23.0	38,812 (F)	24.2
Shopping	51,831 (F)	25.2	34,885 (F)	21.8
Sightseeing/Touring	17,339 (F)	8.4	14,914 (G)	9.3
Attend Cultural Event/ Activity	H	—	H	--
Nightlife/Recreation	13,986 (G)	6.8	12,570 (G)	7.8
Visit Zoo/Historical Site/ Natural Display	7,978 (G)	3.9	6,697 (G)	4.2
Visit National/Provincial/ Regional Park	H	--	H	--
Attend Sports Activity	6,938 (G)	3.4	5,477 (G)	3.4
Participate in Sports/ Outdoor Activities	10,782 (G)	5.2	9,595 (G)	6.0
Swimming	7,246 (G)	3.5	7,143 (G)	4.5
Other Water Sports	H	--	H	--
Hunting or Fishing	H	--	H	--
Cross-country Skiing	H	--	H	--
Downhill Skiing	H	--	H	--
Other Activities	H	--	H	--
None of the Above	20,957 (F)	10.2	11,765 (G)	7.3
Local Festivals or Events	5,538 (G)	2.7	H	--
Attend Events Related to Pope's Visit	H	—	H	--
TOTAL	205,691 (E)	100.0	160,159 (E)	100.0

- Visiting friends and relatives and shopping were the two activities representing the highest expenditures by New Brunswickers travelling within the Province. They each represented approximately one-quarter of the total expenditures.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

5.6 EXPENDITURES FOR WEEKEND-ONLY AND DURING-THE-WEEK TRAVEL WITHIN NEW BRUNSWICK

Table 21 Expenditures for Weekend-Only Versus During-the-Week Travel by New Brunswickers Travelling Within the Province in 1984.

(Actual and Percentage)

Period	Total Expenditures		Expenditures For Overnight Trips	
	$'000	%	$'000	%
Weekend - Only	55,272 (F)	52.5	44,514 (F)	61.7
During-the-Week*	48,874 (F)	46.4	26,552 (F)	36.8
Not Stated	H	-	H	-
TOTAL	105,340 (E)	100.0	72,126 (E)	100.0

* During-the-week is defined as any duration of travel other than weekends-only.

- The expenditures for weekend-only travel were slightly higher (52.5% of the total expenditures) than the expenditures for travel during-the-week (46.4%).
- The average expenditure per person-trip was $62 for both weekend-only and during-the-week trips.

Margin of Error

E - 5.1 - 10.0%   F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

5.7 EXPENDITURES ACCORDING TO THE DURATION OF STAY WITHIN NEW BRUNSWICK

Table 22 Expenditures According to the Length of Stay by New Brunswickers Travelling Within the Province in 1984

(Actual and Percentage)

Length of Stay	Total Expenditures $'000	%
No nights	33,214 (F)	31.5
1 night	16,196 (F)	15.4
2 nights	32,783 (F)	31.1
3 nights	9,796 (G)	9.3
4 nights	5,215 (G)	5.0
5 - 9 nights	5,456 (G)	5.2
10 - 16 nights	H	--
17 - 30 nights	H	--
TOTAL	105,340 (E)	100.0

- The trips of two nights or less accounted for 78.0% of the total expenditures.

- One-day excursions by New Brunswickers accounted for 31.5% of the total expenditures. The two-night trips accounted for 31.1%.

- The average expenditure per person-trip for one day excursions was $42.97, while for one night it was $64.27, and for two nights it was $73.18.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

5.8 EXPENDITURES ACCORDING TO THE MODE OF TRANSPORTATION USED WHILE TRAVELLING WITHIN NEW BRUNSWICK

Table 23 Expenditures According to the Mode of Transportation Used by New Brunswickers Travelling Within the Province in 1984

(Actual and Percentage)

Transportation Mode	Total Expenditures $'000	%	Expenditures for Overnight Trips $'000	%
Automobile	100,188 (E)	95.1	68,215 (E)	94.6
Bus	H	--	H	--
Rail	H	--	H	--
Boat	H	--	H	--
Other	H	--	H	--
Air Travel (With Car Rental)	H	--	H	--
Not Stated	H	--	H	--
TOTAL	105,340 (E)	100.0	72,126 (E)	100.0

- The trips by automobile accounted for 95.1% of the total expenditures, and 94.6% of the total expenditures for overnight trips.

- The average expenditure per person-trip for those travelling by automobile was $63.01.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

5.9 EXPENDITURES ACCORDING TO PARTY COMPOSITION WHILE TRAVELLING WITHIN NEW BRUNSWICK

Table 24 Expenditures According to Party Composition of New Brunswickers Travelling Within the Province in 1984

(Actual and Percentage)

Party Composition	Total Expenditures		Expenditures for Overnight Trips	
	$'000	%	$'000	%
One Adult	32,834 (F)	31.2	24,388 (F)	33.8
Two Adults	25,271 (F)	24.0	14,941 (G)	20.7
Three Adults	H	--	H	--
Four Adults	H	--	H	--
SUB-TOTAL OF ADULTS ONLY	60,766 (F)	57.7	41,041 (F)	56.9
One Adult With Children	10,632 (G)	10.1	5,575 (G)	7.7
Two Adults With Children	29,594 (F)	28.1	21,982 (F)	30.5
Three Adults With Children	H	--	H	--
Four Adults With Children	H	--	H	--
SUB-TOTAL OF ADULTS WITH CHILDREN	44,574 (F)	42.3	31,085 (F)	43.1
TOTAL	105,340 (E)	100.0	72,126 (E)	100.0

- Trips comprising of one adult accounted for 31.2% of the total expenditures, while two adults with children accounted for 28.1%, and two adults only accounted for 24.0%.

- The average expenditure per person-trip was as follows: one adult only ($68); two adults ($57); one adult with children ($51); and two adults with children ($71).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

5.10 EXPENDITURES ACCORDING TO ACCOMMODATIONS USED WHILE TRAVELLING WITHIN NEW BRUNSWICK

Table 25 Expenditures According to Accommodations Used By New Brunswickers Travelling Within the Province in 1984

(Actual and Percentage)

Accommodation Type (Multiple Counts)	Total Expenditures $'000	%
Hotel	9,864 (G)	13.4
Motel	19,346 (F)	26.2
Camping	H	--
Friends and Relatives	34,508 (F)	46.7
Private Cottage	H	--
Commercial Cottage	H	--
Other	H	--
Not Stated	H	--
TOTAL	73,872 (E)	100.0

- The type of accommodation most frquently used by New Brunswickers travelling was the homes of friends and relatives. This group of travellers had the highest expenditures (46.7% of the total expenditures).

- The expenditures of travellers using motels accounted for slightly more than one-quarter of the total expenditures (26.2%).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

5.11 REPORTED EXPENDITURES BY NEW BRUNSWICKERS TRAVELLING WITHIN THE PROVINCE

Table 26 Reported Expenditures by Type for New Brunswickers Travelling Within the Province in 1984

(Actual and Percentage)

Type of Expenditure	Total Expenditures $'000		%	Expenditures for Overnight Trips $'000		%
Public Transportation	H		--	H		--
Private Transportation	33,741	(F)	32.0	20,444	(F)	28.3
Local Transit	H		--	H		--
Accommodation	11,405	(G)	10.8	11,262	(G)	15.6
Food and Beverage	26,146	(F)	24.8	19,248	(F)	26.7
Recreation & Entertainment	7,163	(G)	6.8	6,213	(G)	8.6
Other	23,077	(F)	21.9	11,913	(G)	16.5
TOTAL	105,340	(E)	100.0	72,126	(E)	100.0

- The highest reported expenditures were for private transportation (32.0% of the total expenditures) and food and beverage (24.8%).

- The highest reported expenditures for overnight trips were for private transportation (28.3% of the total overnight expenditures) and food and beverage (26.7%).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 to 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

5.12 TRIPS AND TOTAL EXPENDITURES WITHIN NEW BRUNSWICK PER EXPENDITURE RANGE

Table 27 Trips and Total Expenditures per Expenditure Range by New Brunswickers Travelling Within the Province in 1984

(Actual and Percentage)

Expenditure Range	Person-trips		Total Expenditures	
	'000	%	$'000	%
Less Than $200	1,274	75.5	64,486 (E)	61.2
$ 200 - $ 399	120 (F)	7.1	29,871 (F)	28.4
$ 400 - $ 599	H	--	5,822 (G)	5.5
$ 600 - $ 799	H	--	H	--
$ 800 - $ 999	H	--	H	--
$1,000 - $1,499	H	--	H	--
$1,500 or more	H	--	H	--
No Expenses Reported	273 (E)	16.2	N/A	N/A
TOTAL	1,687	100.0	105,340 (E)	100.0

N/A - Not Applicable

- Three-quarters of the person-trips taken by New Brunswickers had expenditures of less than $200, but these small disbursements accounted for 61.2% of the total expenditures, or $64,486,000.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

6. Socio-Economic Information For New Brunswickers Travelling Within New Brunswick In 1984.

6.1 MALE AND FEMALE TRAVELLERS WITHIN NEW BRUNSWICK

Table 28 Trips by Male and Female New Brunswickers Travelling Within the Province in 1984

(Actual and Percentage)

Gender	Person-trips '000	Person-trips %
Male	620 (E)	36.8
Female	719 (E)	42.6
Unknown/Under 15 Years	348 (E)	20.6
TOTAL	1,687	100.0

- There were more female than male travellers, 42.6% and 36.8% of the total person-trips,respectively. Male and female travellers under 15 years of age accounted for 20.6% of the total person-trips.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

6.2 MARITAL STATUS OF TRAVELLERS WITHIN NEW BRUNSWICK

Table 29 Marital Status of New Brunswickers Travelling Within the Province in 1984

(Actual and Percentage)

Marital Status	Person-trips '000	%
Married or Common Law	993	58.9
Single, Never Married	620 (E)	36.7
Widowed	39 (G)	2.3
Separated or Divorced	35 (G)	2.1
TOTAL	1,687	100.0

- The majority of the person-trips were made by people who were married or living common law, 58.9% of the total person-trips. Travellers who were single accounted for 36.7%.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
G - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

6.3 AGE OF NEW BRUNSWICKERS TRAVELLING WITHIN THE PROVINCE

Table 30 Age of New Brunswickers Travelling Within the Province in 1984

(Actual and Percentage)

Age Group	Person-trips '000	Person-trips %
Not Stated/Under 15	348 (E)	20.6
15-17 years	71 (F)	4.2
18-19 years	38 (G)	2.3
20-24 years	139 (F)	8.2
25-34 years	367 (E)	21.8
35-44 years	306 (E)	18.1
45-54 years	182 (E)	10.8
55-64 years	145 (F)	8.6
65-69 years	46 (F)	2.7
70 years and over	45 (G)	2.7
TOTAL	1,687	100.0

- The greatest number of person-trips were made by travellers between the ages of 25 and 34 years (21.8% of the total person-trips). Other age groups with the most person-trips were travellers under 15 years (20.6%) and travellers between 35 and 44 years (18.1%).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

6.4 EDUCATION LEVEL OF TRAVELLERS WITHIN NEW BRUNSWICK

Table 31 Education Level of New Brunswickers Travelling Within the Province in 1984

(Actual and Percentage)

Education Level	Person-trips '000	Person-trips %
1 - 8 Years	224 (E)	13.3
Some Secondary	597 (E)	35.4
Some Post-secondary	140 (F)	8.3
Post-secondary Certificate/Diploma	169 (E)	10.0
University Degree	210 (E)	12.4
Not Stated/Under 15	347 (E)	20.6
TOTAL	1,687	100.0

- The greatest number of person-trips were made by travellers who had some secondary education (35.4% of the total person-trips).
- The least number of person-trips were made by travellers who had some post-secondary education (8.3%).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

6.5 INCOME LEVELS OF TRAVELLERS WITHIN NEW BRUNSWICK

Table 32 Income Levels of New Brunswickers Travelling Within the Province in 1984

(Actual and Percentage)

Income Level	Person-trips		
	'000		%
Less Than $9,000	88	(F)	5.2
$ 9,000 - $14,999	155	(F)	9.2
$15,000 - $19,999	192	(E)	11.4
$20,000 - $24,999	183	(E)	10.9
$25,000 - $29,999	210	(E)	12.4
$30,000 - $34,999	158	(F)	9.4
$35,000 - $39,999	132	(F)	7.8
$40,000 - $44,999	66	(F)	3.9
$45,000 and Over	252	(E)	14.9
Not Stated	251	(E)	14.9
TOTAL	1,687		100.0

- New Brunswickers who travelled the most had an income level of over $45,000 (14.9% of the total person-trips). The travellers whose incomes were between $25,000 and $29,999 accounted for 12.4%.

- New Brunswickers who travelled the least were those with incomes between $40,000 and $44,999, only 3.9% of the total person-trips.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

6.6 EXPENDITURES BY MALE AND FEMALE TRAVELLERS WITHIN NEW BRUNSWICK

Table 33 Expenditures by Male and Female New Brunswickers Travelling Within the Province in 1984

(Actual and Percentage)

Gender	Total Expenditures $'000	%	Expenditures for Overnight Trips $'000	%
Male	45,408 (F)	43.1	33,785 (F)	46.8
Female	37,768 (F)	35.9	23,144 (F)	32.1
Unknown/Under 15 Years	22,164 (F)	21.0	15,197 (G)	21.1
TOTAL	105,340 (E)	100.0	72,126 (E)	100.0

- The expenditures by males were higher than those of females, 43.1% and 35.9% of the total expenditures, respectively.
- The expenditures for overnight trips were higher for males, 46.8% of the total expenditures for overnight trips.
- The average expenditure per person-trip was as follows: males spent $73.24; females spent $52.53; and males and females under 15 years of age spent $63.69.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

6.7 EXPENDITURES ACCORDING TO MARITAL STATUS OF TRAVELLERS WITHIN NEW BRUNSWICK

Table 34 Expenditures According to Marital Status of New Brunswickers Travelling Within the Province in 1984

(Actual and Percentage)

Marital Status	Total Expenditures $'000	%	Expenditures for Overnight Trips $'000	%
Married or Common Law	65,384 (E)	62.1	43,089 (F)	59.7
Single, Never Married	35,194 (F)	33.4	25,404 (F)	35.2
Widowed	H	--	H	--
Separated or Divorced	H	--	H	--
TOTAL	105,340 (E)	100.0	72,126 (E)	100.0

- The highest expenditures were reported by travellers who were married or living common law. They accounted for 62.1% of the total expenditures, and 59.7% of the total expenditures for overnight trips.

- The average expenditure per person-trip by travellers who were married or living common law was $65.84. Travellers who were single averaged $56.76.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

6.8 EXPENDITURES ACCORDING TO AGE GROUP OF TRAVELLERS WITHIN NEW BRUNSWICK

Table 35 Expenditures According to Age Groups of New Brunswickers Travelling Within the Province in 1984

(Actual and Percentage)

Age Group	Total Expenditures $'000	%	Expenditures for Overnight Trips $'000	%
Not Stated/Under 15	22,164 (F)	21.0	15,198 (G)	21.1
15 - 17 Years	H	--	H	--
18 - 19 Years	H	--	H	--
20 - 24 Years	9,305 (G)	8.8	7,182 (G)	10.0
25 - 34 Years	23,836 (F)	22.6	17,281 (F)	24.0
35 - 44 Years	22,287 (F)	21.2	15,010 (G)	20.8
45 - 54 Years	12,669 (G)	12.0	7,629 (G)	10.6
55 - 64 Years	9,511 (G)	9.0	5,938 (G)	8.2
65 - 69 Years	H	--	H	--
70 Years and Over	H	--	H	--
TOTAL	105,340 (E)	100.0	72,126 (E)	100.0

- Three age groups accounted for the highest expenditures: those between 25 and 34 years (22.6% of the total expenditures); those between 35 and 44 years (21.2%); and those under 15 years (21.0%).

- These three age groups also accounted for the highest expenditures for overnight trips.

- The average expenditure per person-trip by travellers 25 to 34 years of age was $64.95; travellers 35 to 44 years of age averaged $72.83; and travellers under 15 years of age averaged $63.69.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

6.9 EXPENDITURES ACCORDING TO INCOME LEVELS OF TRAVELLERS WITHIN NEW BRUNSWICK

Table 36 Expenditures According to Income Levels of New Brunswickers Travelling Within the Province in 1984

(Actual and Percentage)

Income Level	Total Expenditures $'000	%	Expenditures for Overnight Trips $'000	%
Less Than $9,000	H	--	H	--
$ 9,000 - $14,999	8,900 (G)	8.4	5,915 (G)	8.2
$15,000 - $19,999	10,176 (G)	9.7	6,624 (G)	9.2
$20,000 - $24,999	9,684 (G)	9.2	6,550 (G)	9.1
$25,000 - $29,999	14,530 (G)	13.8	9,466 (G)	13.1
$30,000 - $34,999	10,706 (G)	10.2	6,892 (G)	9.6
$35,000 - $39,999	8,096 (G)	7.7	6,228 (G)	8.6
$40,000 - $44,999	H	--	H	--
$45,000 and Over	19,622 (F)	18.6	14,632 (G)	20.3
Not Stated	15,478 (G)	14.7	10,262 (G)	14.2
TOTAL	105,340 (E)	100.0	72,126 (E)	100.0

- Travellers with incomes of over $45,000 accounted for the highest expenditures (18.6% of the total expenditures), while travellers with incomes between $35,000 and $39,999 accounted for the lowest expenditures, 7.7%.

- Travellers whose incomes were over $45,000 spent the most, $77.87 per person-trip, whereas those with incomes between $20,000 and $24,999 spent the least, $52.91 per person-trip.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

7. 1984 Survey Finding For New Brunswickers Travelling Outside New Brunswick

7. 1984 Survey Findings for New Brunswickers Travelling Outside New Brunswick

Overview

New Brunswick residents travelling outside their Province completed 804,000 person-trips and 3,933,000 person-nights. The person-trips represented approximately one-third of the total person-trips carried out by New Brunswickers in 1984, whereas the person-nights accounted for approximately two-thirds of the total person-nights spent away from home in 1984.

The greatest percentage of person-trips occured in the third quarter (July, August, and September); however, the duration of each trip was longest in the first quarter, averaging 5.5 days.

New Brunswickers' principle travel destination outside the Province was Nova Scotia, accounting for approximately 40% of the total person-trips. The United States, Quebec, and Prince Edward Island each accounted for approximately 14% of the total person-trips.

The primary purpose for travel outside the Province was to visit friends and relatives, closely followed by travel for pleasure. The majority of the person-trips were made by automobile and had an average trip duration of 4.9 nights. Most travellers stayed with friends and relatives during these trips.

New Brunswickers spent $171,651,000 while travelling outside the Province in 1984. This accounted for approximately 60% of the years' total expenditures for travel, compared to approximately 40% for travel within the Province.

Expenditures were highest in the third quarter and highest for pleasure trips.

8. Details Of Person-Trips Completed By New Brunswickers Travelling Outside New Brunswick In 1984

8.1 COMPARISON OF TRIPS OUTSIDE NEW BRUNSWICK TO TRIPS WITHIN THE PROVINCE

Table 37 Destination of New Brunswickers Travelling in 1984.

(Actual and Percentage)

Destination	Person-trips		Person-nights	
	'000	%	'000	%
Within New Brunswick	1,687	67.7	2,206	35.9
Outside New Brunswick	804 (E)	32.3	3,933	64.1
TOTAL	2,491	100.0	6,139	100.0

- One-third of the person-trips made by New Brunswickers were outside the Province.
- Two-thirds of the person-nights spent by New Brunswickers were outside the Province.
- Trips taken outside the province averaged 4.9 nights compared to 1.3 nights within the province.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

8.2 QUARTERLY RESULTS OF TRIPS OUTSIDE NEW BRUNSWICK

Table 38 Trips by New Brunswickers Travelling Outside the Province in 1984, Reported Quarterly

(Actual and Percentage)

Quarter	Person-trips			Person-nights		
	'000		%	'000		%
1st Quarter	149	(F)	18.5	824	(F)	21.0
2nd Quarter	212	(E)	26.4	969	(F)	24.6
3rd Quarter	305	(E)	37.9	1,514	(F)	38.5
4th Quarter	138	(F)	17.2	626	(G)	15.9
TOTAL	804	(E)	100.0	3,933		100.0

- The greatest percentage of person-nights (38.5%) and person-trips (37.9%) occurred in the third quarter.
- The duration of each trip varied from one quarter to another with the longest being in the first quarter (5.5 days) and the shortest in the second and fourth quarters (4.6 and 4.5 nights, respectively).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

8.3 PROVINCE AND COUNTRIES VISITED BY NEW BRUNSWICKERS TRAVELLING OUTSIDE THE PROVINCE

Table 39 Provinces and Countries Travelled To by New Brunswickers in 1984

(Actual and Percentage)

Province and Country of Destination	Person-trips '000	Person-trips %	Person-nights '000	Person-nights %
Newfoundland	19 (G)	2.4	H	—
Prince Edward Island	108 (F)	13.4	350 (G)	8.9
Nova Scotia	317 (E)	39.4	939 (F)	23.9
Quebec	117 (F)	14.6	541 (F)	13.8
Ontario	82 (F)	10.2	660 (F)	16.8
Manitoba	H	—	H	—
Saskatchewan	H	—	H	—
Alberta	H	—	161 (G)	4.1
British Columbia	H	—	147 (G)	3.7
United States	116 (F)	14.4	781 (F)	19.9
Other Countries	H	—	190 (G)	4.8
Destinations Not Stated	H	--	H	--
TOTAL	804 (E)	100.0	3,933	100.0

- The greatest percentage of person-trips (39.4%) and person-nights (23.9%) were made to the Province of Nova Scotia. The United States and Quebec each received approximately 14% of the total person-trips.
- The longest duration of stay (8.0 nights) occurred for trips to Ontario, whereas the shortest stays (3.0 nights) were for trips to Nova Scotia.
- The duration of stay for trips to the United States averaged 6.7 nights.

Margin of Error

E - 5.1 - 10.0%   F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

8.4 ECONOMIC REGION OF ORIGIN OF NEW BRUNSWICKERS TRAVELLING OUTSIDE THE PROVINCE

Table 40 Origin of New Brunswickers Travelling Outside the Province in 1984, by Economic Region

(Actual and Percentage)

Economic Region of Origin	Person-trips '000		Person-trips %	Person-nights '000		Person-nights %
(1) Restigouche	20	(G)	2.5	H		--
(2) St. John River	244	(E)	30.3	1,325	(F)	33.7
(3) Fundy	217	(E)	27.0	1,012	(F)	25.7
(4) Acadian Shore North	45	(G)	5.6	248	(G)	6.3
(5) Acadian Shore South	221	(E)	27.5	921	(F)	23.4
(6) Miramichi	50	(F)	6.2	275	(G)	7.0
Economic Region Not Stated	H		--	H		--
TOTAL	804	(E)	100.0	3,933		100.0

- Travellers from the St. John River economic region accounted for 30.3% of the total person-trips and 33.7% of the total person-nights. Travellers from the Acadian Shore South and Fundy accounted for 27.5% and 27.0% of the total person-trips, respectively.

- The people of the Restigouche economic region accounted for the least amount of travelling outside the Province.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

8.5 PRIMARY PURPOSE FOR TRAVEL OUTSIDE THE PROVINCE

Table 41 New Brunswickers' Primary Purpose for Travel Outside the Province in 1984

(Actual and Percentage)

Primary Purpose	Person-trips			Person-nights		
	'000		%	'000		%
Visit Friends / Relatives	296	(E)	36.8	1,576	(F)	40.1
Pleasure	276	(E)	34.3	1,526	(F)	38.8
Personal	92	(F)	11.4	346	(G)	8.8
Business	127	(F)	15.8	417	(G)	10.6
A Convention	H		--	H		--
Purpose Not Stated	H		--	H		--
TOTAL	804	(E)	100.0	3,933		100.0

- New Brunswickers' primary purposes for travel outside the Province were as follows: visiting friends and relatives (36.8% of the total person-trips); pleasure (34.3%); business (15.8%); and personal (11.4%).

- New Brunswickers, when travelling for pleasure and to visit friends and relatives had a tendency to stay longer (5.5 and 5.3 nights, respectively) than when travelling for other purposes.

- Travelling for the purpose of visiting friends and relatives was equally high for the first, second, and fourth quarters, approximately 40% of the total person-trips made in each quarter. In the third quarter, visiting friends and relatives accounted for only 31.8% of the total person-trips.

- In the third quarter, travel outside the Province was primarily for pleasure (49.5% of the total person-trips). The average duration of these trips was 5.1 nights.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6% - 25.0% (to be used with caution)
H - over 25.0% (data not relased)

Source: Canadian Travel Survey, 1984

8.6 ACTIVITIES OF NEW BRUNSWICKERS TRAVELLING OUTSIDE THE PROVINCE

Table 42 Types of Activities New Brunswickers Participated In While Travelling Outside The Province in 1984.

(Actual and Percentage)

Activities (Multiple Counts)	Person-trips '000	Person-trips %	Day-trips '000	Day-trips %	Overnight-trips '000	Overnight-trips %
Visiting Friends/Relatives	418 (E)	19.7	18 (G)	20.0	401 (E)	19.8
Shopping	423 (E)	20.0	19 (G)	21.1	404 (E)	19.9
Sightseeing/Touring	301 (E)	14.2	H	—	289 (E)	14.2
Attend Cultural Event/Activity	58 (F)	2.7	H	—	56 (F)	2.8
Nightlife/Recreation	187 (E)	8.8	H	—	186 (E)	9.2
Visit Zoo/Historical Site/ Natural Display	141 (F)	6.7	H	—	137 (F)	6.7
Visit National/Provincial/ Regional Park	81 (F)	3.8	H	—	80 (F)	3.9
Attend Sports Activities	79 (F)	3.7	H	—	72 (F)	3.5
Participate in Sports/Outdoor Activities	96 (F)	4.5	H	—	94 (F)	4.6
Swimming	87 (F)	4.1	H	—	87 (F)	4.3
Other Water Sports	H	—	H	—	H	—
Hunting or Fishing	H	—	H	—	H	—
Cross-Country Skiing	H	—	H	—	H	—
Downhill Skiing	H	—	H	—	H	—
Other Activities	H	—	H	—	H	—
None of the Above	119 (F)	5.6	20 (G)	22.2	99 (F)	4.9
Winter Carnivals (1st Quarter)	H	—	H	—	H	—
Local Festivals or Events	75 (F)	3.5	H	—	73 (F)	3.6
Attend Events Related to Pope's Visit	H	—	H	—	H	—
See, Visit, or Board the Tall Ships	H	—	H	—	H	—
Attend 1534-1984 Celebrations in Quebec	H	—	H	—	H	—
TOTAL ACTIVITIES PARTICIPATED IN	2,120	100.0	90 (F)	100.0	2,030	100.0

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

- The two main activities involved in by New Brunswickers travelling outside the Province were shopping (20.0% of the total person-trips) and visiting friends and relatives (19.7%). Sightseeing and touring accounted for 14.2% of the total person-trips.

- New Brunswickers participated in 2.6 activities per person-trip (total activities participated in ÷ total person-trips).

8.7 PERIOD OF THE WEEK DURING WHICH TRAVEL TOOK PLACE OUTSIDE NEW BRUNSWICK

Table 43 Weekend-Only Versus During-the-Week Travel by New Brunswickers Travelling Outside the Province in 1984.

(Actual and Percentage)

Period	Person-trips		Person-nights	
	'000	%	'000	%
Weekend - Only	342 (E)	42.5	788 (F)	20.0
During-the-Week *	456 (E)	56.7	3,114	79.2
Not Stated	H	-	H	-
TOTAL	804 (E)	100.0	3,933	100.0

* During-the-week is defined as any duration of travel other than weekends-only.

- During-the-week travel accounted for the majority of the person-trips (56.7%) and person-nights (79.2%) logged by New Brunswickers travelling outside the province.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

8.8 DURATION OF STAY WHILE TRAVELLING OUTSIDE NEW BRUNSWICK

Table 44 Length of Stay by New Brunswickers Travelling Outside the Province in 1984.

(Actual and Percentage)

Length of Stay	Person-trips			Person-nights		
	'000		%	'000		%
No Nights	66	(F)	8.2	—		—
1 Night	87	(F)	10.8	H		--
2 Nights	210	(E)	26.1	420	(G)	10.7
3 Nights	116	(F)	14.4	347	(G)	8.8
4 Nights	68	(F)	8.5	270	(G)	6.9
5-9 Nights	158	(F)	19.7	1,014	(F)	25.8
10-16 Nights	66	(F)	8.2	842	(F)	21.4
17-30 Nights	29	(G)	3.6	637	(F)	16.2
31 Nights or More	H		--	316	(G)	8.0
TOTAL	804	(E)	100.0	3,933		100.0

- Most travel was for very short trips (two nights or less). These short trips accounted for 45.1% of the total person-trips but only 10.7% of the total person-nights.

- The long trips of five nights and over accounted for 31.5% of the total person-trips and 71.4% of the total person-nights.

- The average duration of each trip taken by New Brunswickers was 4.9 nights (total person-nights ÷ total person-trips).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

8.9 MODE OF TRANSPORTATION USED OUTSIDE NEW BRUNSWICK

Table 45 Mode of Transportation Used by New Brunswickers Travelling Outside the Province in 1984

(Actual and Percentage)

Transportation Mode	Person-trips		Person-nights	
	'000	%	'000	%
Automobile	600 (E)	74.6	2,335	59.4
Bus	29 (G)	3.6	237 (G)	6.0
Rail	30 (G)	3.7	209 (G)	5.3
Boat	H	--	H	--
Other	H	--	H	--
Air Travel (Without Car Rental)	113 (F)	14.1	937 (F)	23.8
Air Travel (With Car Rental)	19 (G)	2.4	144 (G)	3.7
Not Stated	H	--	H	--
TOTAL	804 (E)	100.0	3,933	100.0

- The automobile was the primary means of transportation used by New Brunswickers (74.6% of the total person-trips). Air travel was the second most used means of transportation (16.5%).
- In the third quarter, the automobile was used for 86.2% of the total person-trips made outside New Brunswick.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

8.10 PARTY COMPOSITION OF NEW BRUNSWICKERS TRAVELLING OUTSIDE THE PROVINCE

Table 46 Party Composition of New Brunswickers Travelling Outside the Province in 1984

(Actual and Percentage)

Group Composition	Person-trips '000	Person-trips %
One Adult	270 (E)	33.6
Two Adults	229 (E)	28.5
Three Adults	25 (G)	3.1
Four Adults	H	--
SUB-TOTAL OF ADULTS ONLY	538 (E)	66.9
One Adult With Children	78 (F)	9.7
Two Adults With Children	161 (F)	20.0
Three Adults With Children	H	--
Four Adults With Children	H	--
SUB-TOTAL OF ADULTS WITH CHILDREN	266 (E)	33.1
TOTAL	804 (E)	100.0

- The majority of the person-trips (66.9%) were taken by adults unaccompanied by children under 15 years of age. Of this group, 50.2% of the person-trips were taken by one adult, and 42.6% by two adults.

- The trips consisting of two adults with children accounted for 20.0% of the total person-trips.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

8.11 TYPES OF ACCOMMODATIONS USED OUTSIDE NEW BRUNSWICK

Table 47 Types of Accommodations Used by New Brunswickers Travelling Outside the Province in 1984

(Actual and Percentage)

Accommodation Type (Multiple Counts)	Person-trips '000	Person-trips %	Person-nights '000	Person-nights %
Hotel	137 (F)	16.9	650 (F)	13.8
Motel	150 (F)	18.5	779 (F)	16.6
Camping	60 (F)	7.4	393 (G)	8.4
Friends and Relatives	379 (E)	46.6	2,259	48.1
Private Cottage	38 (G)	4.7	254 (G)	5.4
Commercial Cottage	H	--	H	--
Other	24 (G)	3.0	186 (G)	4.0
Not Stated	H	--	H	--
TOTAL*	813 (E)	100.0	4,694	100.0

* Given that a certain number of person-trips taken used two or more types of lodging during the course of the same trip, the total number of person-trips are therefore higher than the actual number of person-trips taken.

- The type of accommodation most frequently used was the homes of relatives and friends (46.6% of the total person-trips and 48.1% of the total person-nights). This was followed by the use of motels and hotels (together, 35.4% of the total person-trips and 30.4% of the total person-nights).
- The average duration of stay for each type of accommodation was as follows: Hotels (4.7 nights); Motels (5.2 nights); Camping (6.6 nights); Friends and Relatives (6.0 nights); Private Cottage (6.7 nights); and Other (7.8 nights).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

8.12 AVERAGE ONE-WAY TRIP DISTANCE TRAVELLED OUTSIDE NEW BRUNSWICK

Table 48 Average One-Way Trip Distance Travelled By New Brunswickers Outside the Province in 1984

(Actual and Percentage)

Distance Km/Miles		Person-trips '000	%
80 - 159 km	(50 - 99 miles)	90 (F)	11.2
160 - 319 km	(100 - 199 miles)	156 (F)	19.4
320 - 479 Km	(200 - 299 miles)	150 (F)	18.6
480 - 639 km	(300 - 399 miles)	105 (F)	13.1
640 - 1,279 km	(400 - 799 miles)	154 (F)	19.2
1,280 - 1,919 km	(800 - 1,199 miles)	61 (F)	7.6
1,920 km or more	(1,200 miles or more)	66 (F)	8.2
Not Stated		22 (G)	2.7
TOTAL		804 (E)	100.0

- Three different distance ranges predominated for New Brunswickers travelling outside the Province: 160 - 319 km (19.4%); 320 - 479 km (18.6%); and 640 - 1,279 km (19.2%).

- The majority of the person-trips were under 640 km one-way (62.3%).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

9. Details Of Expenditures Made By New Brunswickers Travelling Outside New Brunswick In 1984

9.1 COMPARISON OF EXPENDITURES OUTSIDE TO EXPENDITURES WITHIN NEW BRUNSWICK

Table 49 Expenditures by New Brunswickers Travelling Within and Outside the Province in 1984

(Actual and Percentage)

Destination	Total Expenditures $'000	%
Within the Province	105,340 (E)	38.0
Outside the Province	171,651 (E)	62.0
TOTAL	276,991 (E)	100.0

- New Brunswickers spent more money outside the Province, 62.0% of the total expenditures.
- The average expenditure per person-trip within the Province was $62 whereas outside the Province it was $213.
- The average expenditure per person-night within the Province was $48 whereas outside the Province it was $44.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

9.2 QUARTERLY RESULTS OF EXPENDITURES OUTSIDE NEW BRUNSWICK

Table 50 Expenditures by New Brunswickers Travelling Outside the Province in 1984, Reported Quarterly

(Actual and Percentage)

Quarter	Total Expenditures $'000	%
1st Quarter	35,941 (F)	20.9
2nd Quarter	45,506 (F)	26.5
3rd Quarter	65,863 (F)	38.4
4th Quarter	24,341 (F)	14.2
TOTAL	171,651 (E)	100.0

- The expenditures by New Brunswickers travelling outside the Province were highest in the third quarter (38.4% of the total expenditures).

- It was during the third quarter that the person-trips and person-nights were highest, 37.9% and 38.5%, respectively. It was also during this period that the expenditures were greatest.

- The average expenditures per person-trip for each quarter were as follows: 1st Quarter ($241.21); 2nd Quarter ($214.65); 3rd Quarter ($215.94); 4th Quarter ($176.38).

- The average expenditures per person-night for each quarter were as follows: 1st Quarter ($43.62); 2nd Quarter ($46.96); 3rd Quarter ($43.50); 4th Quarter ($38.88).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

9.3 EXPENDITURES ACCORDING TO THE ECONOMIC REGION OF ORIGIN OF NEW BRUNSWICKERS TRAVELLING OUTSIDE THE PROVINCE

Table 51 Expenditures According to the Economic Region of Origin of New Brunswickers Travelling Outside the Province in 1984

(Actual and Percentage)

Economic Region of Origin	Total Expenditures $'000		%
(1) Restigouche	-		--
(2) St. John River	51,440	(F)	30.0
(3) Fundy	50,511	(F)	29.4
(4) Acadian Shore North	10,414	(G)	6.1
(5) Acadian Shore South	39,611	(F)	23.1
(6) Miramichi	13,593	(G)	7.9
Economic Region Not Stated	H		--
TOTAL	171,651	(E)	100.0

- Travellers from the Fundy and the St. John River economic regions each accounted for approximately 30% of the total expenditures by New Brunswickers travelling outside the Province.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

9.4 EXPENDITURES BY NEW BRUNSWICKERS TRAVELLING IN OTHER PROVINCES AND COUNTRIES

Table 52 Expenditures by New Brunswickers Travelling in Other Provinces and Countries in 1984

(Actual and Percentage)

Province and Country	Total Expenditures		Expenditures for Overnight Trips	
	$'000	%	$'000	%
Newfoundland	7,739 (G)	4.5	7,739 (G)	4.6
Prince Edward Island	16,640 (F)	9.7	16,444 (F)	9.7
Nova Scotia	36,674 (F)	21.4	35,695 (F)	21.0
Quebec	21,594 (F)	12.6	21,268 (F)	12.5
Ontario	23,225 (F)	13.5	23,198 (F)	13.7
Manitoba	H	--	H	--
Saskatchewan	H	--	H	--
Alberta	H	--	H	--
British Columbia	9,438 (G)	5.5	9,438 (G)	5.6
Not Stated	H	--	H	--
SUB-TOTAL - CANADIAN PROVINCES	119,960 (E)	69.9	118,378 (E)	69.7
Other Countries	9,603 (G)	5.6	9,603 (G)	5.7
United States	42,088 (F)	24.5	41,779 (F)	24.6
SUB-TOTAL - OUTSIDE CANADA	51,691 (F)	30.1	51,382 (F)	30.3
TOTAL	171,651 (E)	100.0	169,760 (E)	100.0

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

- The Canadian Provinces received the largest percentage of the total expenditures by New Brunswickers travelling outside the Province (69.9%). The United States received 24.5% of the total expenditures and other countries received 5.6%.

- Nova Scotia received the largest percentage of the total expenditures spent in Canada by New Brunswickers travelling outside the Province (21.4%).

- The Province boasting the greatest expenditure per person-trip was Newfoundland at $407. The other Provinces had expenditures per person-trip as follows: Ontario at $283; Quebec at $185; Prince Edward Island at $154; and Nova Scotia at $116.

- The average expenditure per person-trip by New Brunswickers travelling outside the Province was $213.

9.5 EXPENDITURES ACCORDING TO NEW BRUNSWICKERS' PRIMARY PURPOSE OF TRAVEL OUTSIDE THE PROVINCE

Table 53 Expenditures According to New Brunswickers' Primary Purpose of Travel Outside the Province in 1984

(Actual and Percentage)

Primary Purpose	Total Expenditures		Expenditures for Overnight Trips	
	$'000	%	$'000	%
Visit Friends/Relatives	40,019 (F)	23.3	39,755 (F)	23.4
Pleasure	84,613 (E)	49.3	83,782 (E)	49.4
Personal	11,094 (G)	6.5	10,489 (G)	6.2
Business	32,699 (F)	19.0	32,508 (F)	19.1
A Convention	H	--	H	--
Not Stated	H	--	H	--
TOTAL	171,651 (E)	100.0	169,760 (E)	100.0

- Expenditures were highest for pleasure trips (49.3% of the total expenditures) and for trips to visit friends and relatives (23.3%).
- The average expenditures per person-trip for each primary purpose were as follows: Visit Friends and Relatives $135.20; Pleasure $306.57; Personal $120.59; and business $257.47.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

9.6 EXPENDITURES FOR ACTIVITIES OUTSIDE THE PROVINCE

Table 54 Expenditures for Activities by New Brunswickers Travelling Outside the Province in 1984

(Actual and Percentage)

Activities (Multiple Counts)	Total Expenditures $'000	%	Expenditures For Overnight Trips $'000	%
Visit Friends/Relatives	91,901 (E)	14.0	91,676 (E)	14.1
Shopping	121,598 (E)	18.6	120,633 (E)	18.5
Sightseeing/Touring	98,327 (E)	15.0	98,058 (E)	15.0
Attend Cultural Event/ Activity	27,469 (F)	4.2	27,402 (F)	4.2
Nightlife/Recreation	68,499 (E)	10.5	68,406 (E)	10.5
Visit Zoo/Historical Site/ Natural Display	60,830 (F)	9.3	60,698 (F)	9.3
Visit National/Provincial/ Regional Park	31,384 (F)	4.8	31,336 (F)	4.8
Attend Sports Activity	28,111 (F)	4.3	27,796 (F)	4.3
Participate in Sports/ Outdoor Activities	30,558 (F)	4.7	30,550 (F)	4.7
Swimming	33,812 (F)	5.2	33,807 (F)	5.2
Other Water Sports	H	—	H	—
Hunting or Fishing	H	—	H	—
Cross-Country Skiing	H	—	H	—
Downhill Skiing	H	—	H	—
Other Activities	H	—	H	—
None of the Above	17,207 (F)	2.6	16,853 (F)	2.6
Local Festivals or Events	25,623 (F)	3.9	25,526 (F)	3.9
See, Visit or Board the Tall Ships	H	—	H	—
Attend Events related to Pope's Visit	H	—	H	—
Attend 1534-1984 Celebrations in Quebec	H	--	H	--
TOTAL	654,439	100.0	651,790	100.0

Margin of Error

E - 5.1 - 10.0%　　F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

- New Brunswickers spent more money on shopping than on any other activity. Sightseeing and visiting friends and relatives were of next importance.

9.7 EXPENDITURES FOR WEEKEND-ONLY AND DURING-THE-WEEK TRAVEL OUTSIDE NEW BRUNSWICK

Table 55 Expenditures for Weekend-Only Versus During-the-Week Travel by New Brunswickers Travelling Outside the Province in 1984.

(Actual and Percentage)

Period	Total Expenditures		Expenditures For Overnight Trips	
	$'000	%	$'000	%
Weekend - Only	44,143 (F)	25.7	43,657 (F)	25.7
During-the-Week*	126,260 (E)	73.6	124,856 (E)	73.5
Not Stated	H	-	H	-
TOTAL	171,651 (E)	100.0	169,760 (E)	100.0

* During-the-week is defined as any duration of travel other than weekends-only.

- The expenditures for travel during-the-week were higher than expenditures for weekend-only travel, 73.6% and 25.7% of the total expenditures, respectively.

- The average expenditure per person-trip was $277. for travel during-the-week and $129. for weekend-only travel.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

9.8 EXPENDITURES ACCORDING TO THE DURATION OF STAY OUTSIDE NEW BRUNSWICK

Table 56 Expenditures According to the Length of Stay by New Brunswickers Travelling Outside the Province in 1984

(Actual and Percentage)

Length of Stay	Total Expenditures $'000		%
No Nights	H		--
1 Night	7,772	(G)	4.5
2 Nights	23,930	(F)	13.9
3 Nights	17,445	(F)	10.2
4 Nights	16,784	(F)	9.8
5 - 9 Nights	50,319	(F)	29.3
10 - 16 Nights	33,832	(F)	19.7
17 - 30 Nights	12,695	(G)	7.4
31 or More Nights	6,983	(G)	4.1
TOTAL	171,651	(E)	100.0

- The trips of five to nine nights accounted for the highest expenditures (29.3% of the total expenditures); and the trips of five nights and over accounted for 60.5% of the total expenditures.

- The average expenditure per person-trip was as follows: one night trip $89; two nights $114; three nights $150; four nights $247; five to nine nights $318; ten to sixteen nights $513; and seventeen to thirty nights $438.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

9.9 EXPENDITURES ACCORDING TO THE MODE OF TRANSPORTATION USED WHILE TRAVELLING OUTSIDE NEW BRUNSWICK

Table 57 Expenditures According to the Mode of Transportation Used by New Brunswickers Travelling Outside the Province in 1984

(Actual and Percentage)

Transportation Mode	Total Expenditures $'000	%	Expenditures for Overnight Trips $'000	%
Automobile	117,407 (E)	68.4	115,785 (E)	68.2
Bus	H	--	H	--
Rail	H	--	H	--
Boat	H	--	H	--
Other	H	--	H	--
Air Travel (Without Car Rental)	34,002 (F)	19.8	33,934 (F)	20.0
Air Travel (With Car Rental)	12,327 (G)	7.2	12,274 (G)	7.2
Not Stated	H	--	H	--
TOTAL	171,651 (E)	100.0	169,760 (E)	100.0

- The trips by automobile accounted for 68.4% of the total expenditures, and 68.2% of the total expenditures for overnight trips.
- The average expenditure per person-trip for those travelling by automobile was $195.68, by air - travel without car rental was $300.90, and by air - travel with car rental was $648.79.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

9.10 EXPENDITURES ACCORDING TO PARTY COMPOSITION WHILE TRAVELLING OUTSIDE NEW BRUNSWICK

Table 58 Expenditures According to Party Composition by New Brunswickers Travelling Outside the Province in 1984

(Actual and Percentage)

Party Composition	Total Expenditures $'000	%	Expenditures for Overnight Trips $'000	%
One Adult	51,122 (F)	29.8	50,379 (F)	29.7
Two Adults	50,405 (F)	29.4	49,892 (F)	29.4
Three Adults	H	--	H	--
Four Adults	H	--	H	--
SUB-TOTAL OF ADULTS ONLY	106,246 (E)	61.9	104,983 (E)	61.8
One Adult With Children	12,310 (G)	7.2	12,172 (G)	7.2
Two Adults With Children	48,961 (F)	28.5	48,483 (F)	28.6
Three Adults With Children	H	--	H	--
Four Adults With Children	H	--	H	--
SUB-TOTAL OF ADULTS WITH CHILDREN	65,405 (E)	38.1	64,777 (E)	38.2
TOTAL	171,651 (E)	100.0	169,760 (E)	100.0

- Trips comprised of one adult accounted for 29.8% of the total expenditures, while two adults accounted for 29.4%, and two adults with children accounted for 28.5%.

- The average expenditure per person-trip was as follows: one adult only $189; two adults $220; one adult with children $158; and two adults with children $304.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

9.11 EXPENDITURES ACCORDING TO ACCOMMODATIONS USED WHILE TRAVELLING OUTSIDE NEW BRUNSWICK

Table 59 Expenditures According to Accommodations Used by New Brunswickers Travelling Outside the Province in 1984

(Actual and Percentage)

Accommodation Type (Multiple Counts)	Total Expenditures $'000	 %
Hotel	50,538 (F)	24.2
Motel	50,985 (F)	24.4
Camping	15,852 (G)	7.6
Friends and Relatives	69,430 (E)	33.2
Private Cottage	9,059 (G)	4.3
Commercial Cottage	5,671 (G)	2.7
Other	H	—
Not Stated	H	—
TOTAL	209,132 (E)	100.0

- The type of accommodation most frequently used by New Brunswickers travelling outside the Province was the home of relatives and friends. This group of travellers had the highest expenditures (33.2% of the total expenditures).
- Travellers using hotels and motels each accounted for approximately one-quarter of the total expenditures.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

9.12 REPORTED EXPENDITURES BY NEW BRUNSWICKERS TRAVELLING OUTSIDE THE PROVINCE

Table 60 Reported Expenditures by Type, For New Brunswickers Travelling Outside the Province in 1984

(Actual and Percentage)

Type of Expenditure	Total Expenditures $'000		Total Expenditures %	Expenditures for Overnight Trips $'000		Expenditures for Overnight Trips %
Private Transportation	32,869	(F)	19.1	32,869	(F)	19.4
Local Transit	5,948	(G)	3.5	5,873	(G)	3.5
Accommodation	36,922	(F)	21.5	36,911	(F)	21.7
Food and Beverage	45,715	(F)	26.6	44,983	(F)	26.5
Recreation and Entertainment	19,536	(F)	11.4	19,370	(F)	11.4
Other	30,661	(F)	17.9	29,754	(F)	17.5
TOTAL	171,651	(E)	100.0	169,760	(E)	100.0

- The highest reported expenditures were for food and beverage (26.6% of the total expenditures), accommodation (21.5%) and private transportation (19.1%).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

9.13 TRIPS AND TOTAL EXPENDITURES OUTSIDE NEW BRUNSWICK, PER EXPENDITURE RANGE

Table 61 Trips and Total Expenditures Per Expenditure Range by New Brunswickers Travelling Outside the Province in 1984

(Actual and Percentage)

Expenditure Range	Person-trips		Total Expenditures	
	'000	%	$'000	%
Less Than $200	377 (E)	46.9	25,753 (F)	15.0
$ 200 - $ 399	157 (F)	19.5	34,114 (F)	19.9
$ 400 - $ 599	56 (F)	7.0	20,145 (F)	11.7
$ 600 - $ 799	37 (G)	4.6	17,585 (F)	10.3
$ 800 - $ 999	H	--	8,399 (G)	4.9
$1,000 - $1,499	26 (G)	3.2	20,168 (F)	11.7
$1,500 or more	28 (G)	3.5	45,487 (F)	26.5
No Expenses Reported	110 (F)	13.7	--	--
TOTAL	804 (E)	100.0	171,651 (E)	100.0

- Approximately one-half of the person-trips taken by New Brunswickers had expenditures of less than $200. These small disbursements accounted for only 15.0% of the total expenditures.

- The $1,500 or more expenditure range accounted for the highest percentage of the total expenditures, 26.5% or $45,487,000.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

10. Socio-Economic Information For New Brunswickers Travelling Outside New Brunswick In 1984

10.1 MALE AND FEMALE TRAVELLERS OUTSIDE NEW BRUNSWICK

Table 62 Trips by Male and Female New Brunswickers Travelling Outside the Province in 1984

(Actual and Percentage)

Gender	Person-trips '000	 %
Male	337 (E)	41.9
Female	336 (E)	41.8
Unknown/Under 15 Years	131 (F)	16.3
TOTAL	804 (E)	100.0

- There were the same number of males and females travelling outside the Province, each accounting for 42% of the total person-trips. Male and female travellers under 15 of years of age accounted for 16% of the total person-trips.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

10.2 MARITAL STATUS OF TRAVELLERS OUTSIDE NEW BRUNSWICK

Table 63 Marital Status of New Brunswickers Travelling Outside the Province in 1984

(Actual and Percentage)

Marital Status	Person-trips '000	Person-trips %
Married or Common Law	480 (E)	59.7
Single, Never Married	266 (E)	33.1
Widowed	28 (G)	3.5
Separated or Divorced	30 (G)	3.7
TOTAL	804 (E)	100.0

- The majority of the person-trips were made by people who were married or living common law, 59.7% of the total person-trips. Travellers who were single accounted for 33.1%.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

10.3 AGE OF NEW BRUNSWICKERS TRAVELLING OUTSIDE THE PROVINCE

Table 64 Age of New Brunswickers Travelling Outside the Province in 1984

(Actual and Percentage)

Age Group	Person-trips '000		Person-trips %
Not Stated/ Under 15	131	(F)	16.3
15 - 17 Years	36	(G)	4.5
18 - 19 Years	20	(G)	2.5
20 - 24 Years	73	(F)	9.1
25 - 34 Years	149	(F)	18.5
35 - 44 Years	161	(F)	20.0
45 - 54 Years	103	(F)	12.8
55 - 64 Years	83	(F)	10.3
65 - 69 Years	25	(G)	3.1
70 Years and Over	23	(G)	2.9
TOTAL	804	(E)	100.0

- The greatest number of person-trips were made by travellers between the ages of 35 and 44 years (20.0% of the total person-trips). Other age groups with the most person-trips were travellers between 25 and 34 years (18.5%) and travellers under 15 years (16.3%).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

10.4 EDUCATION LEVEL OF TRAVELLERS OUTSIDE NEW BRUNSWICK

Table 65 Education Level of New Brunswickers Travelling Outside the Province in 1984

(Actual and Percentage)

Education Level	Person-trips '000	Person-trips %
1 - 8 Years	93 (F)	11.6
Some Secondary	295 (E)	36.7
Some Post-Secondary	72 (F)	9.0
Post-Secondary Certificate/Diploma	99 (F)	12.3
University Degree	113 (F)	14.0
Not Stated/Under 15	132 (F)	16.4
TOTAL	804 (E)	100.0

- The greatest percentage of person-trips were made by travellers who had some secondary education (36.7% of the total person-trips).

- The least number of person-trips were made by travellers who had some post-secondary education (9.0%).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

10.5 INCOME LEVELS OF TRAVELLERS OUTSIDE NEW BRUNSWICK

Table 66 Income Levels of New Brunswickers Travelling Outside the Province in 1984

(Actual and Percentage)

Income Level	Person-trips '000	Person-trips %
Less Than $9,000	38 (G)	4.7
$ 9,000 - $14,999	62 (F)	7.7
$15,000 - $19,999	72 (F)	9.0
$20,000 - $24,999	84 (F)	10.4
$25,000 - $29,999	85 (F)	10.6
$30,000 - $34,999	82 (F)	10.2
$35,000 - $39,999	42 (G)	5.2
$40,000 - $44,999	27 (G)	3.4
$45,000 and Over	150 (F)	18.7
Not Stated	162 (F)	20.1
TOTAL	804 (E)	100.0

- New Brunswickers who travelled the most had an income level of over $45,000 (18.7% of the total person-trips).
- New Brunswickers who travelled the least were those with incomes between $40,000 and $44,999 (3.4% of the total person-trips).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

10.6 EXPENDITURES BY MALE AND FEMALE TRAVELLERS OUTSIDE NEW BRUNSWICK

Table 67 Expenditures by Male and Female New Brunswickers Travelling Outside the Province in 1984

(Actual and Percentage)

Gender	Total Expenditures $'000	%	Expenditures for Overnight Trips $'000	%
Male	82,276 (E)	47.9	81,383 (E)	47.9
Female	55,846 (F)	32.5	55,176 (F)	32.5
Unknown/Under 15 Years	33,529 (F)	19.6	33,201 (F)	19.6
TOTAL	171,651 (E)	100.0	169,760 (E)	100.0

- The expenditures by males were higher than those of females, 47.9% and 32.5% of the total expenditures, respectively.
- The average expenditure per person-trip was as follows: males spent $244.14; females spent $166.21; and male and female travellers under 15 years of age spent $255.95.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

10.7 EXPENDITURES ACCORDING TO MARITAL STATUS OF TRAVELLERS OUTSIDE NEW BRUNSWICK

Table 68 Expenditures According to Marital Status of New Brunswickers Travelling Outside the Province in 1984

(Actual and Percentage)

Marital Status	Total Expenditures $'000	%	Expenditures for Overnight Trips $'000	%
Married or Common Law	109,742 (E)	63.9	108,402 (E)	63.9
Single, Never Married	52,050 (F)	30.3	51,575 (F)	30.4
Widowed	H	--	H	--
Separated or Divorced	6,067 (G)	3.5	6,049 (G)	3.6
TOTAL	171,651 (E)	100.0	169,760 (E)	100.0

- Travellers who were married or living common law accounted for 63.9% of the total expenditures.

- The average expenditure per person-trip by travellers who were married or living common law was $228.63. Travellers who were single averaged $195.68.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

10.8 EXPENDITURES ACCORDING TO AGE GROUP OF TRAVELLERS OUTSIDE NEW BRUNSWICK

Table 69 Expenditures According to Age Groups of New Brunswickers Travelling Outside the Province in 1984

(Actual and Percentage)

Age Group	Total Expenditures $'000	%	Expenditures for Overnight Trips $'000	%
Not Stated/Under 15	33,529 (F)	19.5	33,201 (F)	19.6
15 - 17 Years	H	--	H	--
18 - 19 Years	H	--	H	--
20 - 24 Years	10,577 (G)	6.2	10,470 (G)	6.2
25 - 34 Years	34,982 (F)	20.4	34,615 (F)	20.4
35 - 44 Years	41,257 (F)	24.0	40,998 (F)	24.2
45 - 54 Years	22,412 (F)	13.1	22,038 (F)	13.0
55 - 64 Years	13,961 (G)	8.1	13,755 (G)	8.1
65 - 69 Years	6,427 (G)	3.7	6,321 (G)	3.7
70 Years and Over	H	--	H	--
TOTAL	171,651 (E)	100.0	169,760 (E)	100.0

- Travellers between the ages of 35 and 44 years accounted for the highest percentage of the total expenditures (24.0%). Those between 25 and 34 years accounted for 20.4%, and those under 15 years accounted for 19.5%.

- The average expenditure per person-trip by travellers 35-44 years of age was $256.25; travellers 25-34 years averaged $234.78; and travellers under 15 years of age averaged $255.95.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

10.9 EXPENDITURES ACCORDING TO INCOME LEVELS OF TRAVELLERS OUTSIDE NEW BRUNSWICK

Table 70 Expenditures According to Income Levels of New Brunswickers Travelling Outside the Province in 1984

(Actual and Percentage)

Income Level	Total Expenditures $'000		Total Expenditures %	Expenditures for Overnight Trips $'000		Expenditures for Overnight Trips %
Less Than $9,000	H		--	H		--
$ 9,000 - $14,999	8,979	(G)	5.2	8,833	(G)	5.2
$15,000 - $19,999	16,264	(F)	9.5	16,170	(F)	9.5
$20,000 - $24,999	13,631	(G)	7.9	13,363	(G)	7.9
$25,000 - $29,999	19,957	(F)	11.6	19,716	(F)	11.6
$30,000 - $34,999	16,834	(F)	9.8	16,380	(F)	9.6
$35,000 - $39,999	11,133	(G)	6.5	11,078	(G)	6.5
$40,000 - $44,999	8,767	(G)	5.1	8,643	(G)	5.1
$45,000 and Over	45,222	(F)	26.3	44,981	(F)	26.5
Not Stated	27,216	(F)	15.9	26,973	(F)	15.9
TOTAL	171,651	(E)	100.0	169,760	(E)	100.0

- Travellers with incomes of over $45,000 accounted for the highest percentage of the total expenditures, 26.3%.
- Travellers with incomes between $40,000 and $44,999 accounted for the lowest percentage of the total expenditures, 5.1%.
- Travellers whose incomes were between $40,000 and $44,999 spent the most, $324.70 per person-trip, whereas those with incomes between $9,000 and $14,999 spent the least, $144.82 per person-trip.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984

11. 1984 Survey Findings For Canadians From Other Provinces Travelling Within New Brunswick

11. 1984 Survey Findings For Canadians From Other Provinces Travelling Within New Brunswick

Overview

Canadians from other Provinces travelling within New Brunswick completed 539,000 person-trips. The greatest percentage of these trips occurred during July, August, and September (third quarter). The duration of the trips during this quarter averaged 6.3 nights.

Canadians' principle destination of travel within New Brunswick was the Acadian Shore South tourism region. Travellers from the Province of Nova Scotia made the most person-trips, accounting for 229,000 person-trips. Travellers from Quebec made 124,000 person-trips.

Most trips were made to visit and stay with friends and relatives; took place during-the-week; extended over a period of two nights; and were made by automobile.

Canadians spent $100,175,000 while travelling within New Brunswick in 1984. Expenditures were highest in the third quarter and highest for trips to visit friends and relatives.

The Acadian Shore South tourism region received the largest percentage of the total expenditures by Canadians travelling within the province. The Miramichi tourism region received the smallest percentage, only 1.1%.

12. Details Of Person-Trips Completed By Canadians From Other Provinces Travelling Within New Brunswick In 1984.

12.1 COMPARISON OF TRIPS TO NEW BRUNSWICK BY OTHER CANADIANS TO TRIPS TO OTHER PROVINCES BY NEW BRUNSWICKERS

Table 71 Trips to New Brunswick by Canadians From Other Provinces and Trips to Other Canadian Provinces by New Brunswickers, in 1984.

(Actual and Percentage)

Destination	Person-trips		Person-nights	
	'000	%	'000	%
Canadians From Other Provinces to New Brunswick	539 (F)	44.3	2,303 (G)	43.7
New Brunswickers to Other Canadian Provinces	678 (E)	55.7	2,962	56.3
TOTAL	1,217	100.0	5,265	100.0

- New Brunswickers made more trips to other Canadian Provinces than Canadians from other Provinces made to New Brunswick. The same holds true for the number of person-nights spent.

- The average duration of stay by New Brunswickers travelling in other Canadian Provinces was 4.4 nights. Canadians from other Provinces travelling within New Brunswick stayed 4.3 nights.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

12.2 QUATERLY RESULTS OF TRIPS BY CANADIANS FROM OTHER PROVINCES TRAVELLING WITHIN NEW BRUNSWICK

Table 72 Trips by Canadians Travelling Within New Brunswick in 1984, Reported Quarterly.

(Actual and Percentage)

Quarter	Person-trips		Person-nights	
	'000	%	'000	%
1st Quarter	H	-	H	-
2nd Quarter	H	-	H	-
3rd Quarter	236 (F)	43.8	1,490 (G)	64.7
4th Quarter	H	-	H	-
TOTAL	539 (F)	100.0	2,303 (G)	100.0

- The greatest percentage of person-trips (43.8%) and person-nights (64.7%) occurred in the third quarter. The duration of trips in this quarter averaged 6.3 nights.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

12.3 TOURISM REGIONS VISITED BY CANADIANS TRAVELLING WITHIN NEW BRUNSWICK

Table 73 Destination of Canadians Travelling Within New Brunswick in 1984, by Tourism Region.

(Actual and Percentage)

Tourism Region of Destination	Person-trips '000	Person-trips %
(01) Restigouche	H	-
(02) St. John River	143 (G)	26.5
(03) Fundy	H	-
(04) Acadian Shore North	H	-
(05) Acadian Shore South	229 (G)	42.5
(06) Miramichi	H	-
Tourism Region Not Stated	H	-
TOTAL	539 (F)	100.0

- The greatest percentage of person-trips (42.5%) made by Canadians from other Provinces travelling within New Brunswick were to the Acadian Shore South. Another region of importance was the St. John River tourism region accounting for 26.5% of the total person-trips.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

12.4 PROVINCE OF ORIGIN OF CANADIANS TRAVELLING WITHIN NEW BRUNSWICK

Table 74 Origin of Canadians Travelling Within New Brunswick in 1984, by Province.

(Actual and Percentage)

Province of Origin	Person-trips '000	Person-trips %
Newfoundland	H	-
Prince Edward Island	H	-
Nova Scotia	229 (G)	42.5
Quebec	124 (G)	23.0
Ontario	H	-
Manitoba	H	-
Saskatchewan	H	-
Alberta	H	-
British Columbia	H	-
Province Not Stated	H	-
TOTAL	539 (F)	100.0

- Travellers from Nova Scotia accounted for the greatest percentage of person-trips to New Brunswick. Travellers from Quebec accounted for the next highest percentage.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

12.5 PRIMARY PURPOSE FOR TRAVEL WITHIN NEW BRUNSWICK

Table 75 Canadians' Primary Purpose for Travel Within New Brunswick in 1984.

(Actual and Percentage)

Primary Purpose	Person-trips '000	%
Visit Friends/Relatives	212 (G)	39.3
Pleasure	154 (G)	28.6
Personal	H	-
Business	H	-
A Convention	H	-
Not Stated	H	-
TOTAL	539 (F)	100.0

- Canadians' primary purposes for travelling within New Brunswick were to visit friends and relatives (39.3% of the total person-trips) and pleasure (28.6%).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

12.6 ACTIVITIES OF CANADIANS TRAVELLING WITHIN NEW BRUNSWICK

Table 76 Types of Activities Canadians Participated In While Travelling Within New Brunswick in 1984.

(Actual and Percentage)

Activities (Multiple Counts)	Person-trips '000	Person-trips %
Visiting Friends/Relatives	324 (F)	26.1
Shopping	212 (G)	17.1
Sightseeing/Touring	150 (G)	12.1
Attend Cultural Event/Activity	H	-
Nightlife/Recreation	H	-
Visit Zoo/Historical Site/ Natural Display	H	-
Visit National/Provincial/ Regional Park	H	-
Attend Sports Activities	H	-
Participate in Sports/Outdoor Activities	139 (G)	11.2
Other Activities	H	-
None of the Above	H	-
Winter Carnivals (1st Quarter)	H	-
Local Festivals or Events	H	-
See, Visit, or Board the Tall Ships	H	-
Attend Events Related to Pope's Visit	H	-
Attend 1534 - 1984 Celebrations in Quebec	H	-
TOTAL	1,241 (E)	100.0

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

- The three main activities involved in by Canadians travelling within the Province were visiting friends and relatives (26.1% of the total person-trips), shopping (17.1%), and sightseeing (12.1%).

- Canadians participated in 2.3 activities per person-trip (Total activities participated in ÷ Total person-trips).

- During the third quarter most of the person-trips were made to visit friends and relatives (22.3% of the total person-trips). Two other activities of importance were shopping and sightseeing, 14.4% and 15.0%, respectively.

12.7 PERIOD OF THE WEEK DURING WHICH TRAVEL TOOK PLACE WITHIN NEW BRUNSWICK

Table 77 Weekend-Only Versus During-the-Week Travel by Canadians Travelling Within New Brunswick in 1984.

(Actual and Percentage)

Period	Person-trips		Person-nights	
	'000	%	'000	%
Weekend - Only	197 (G)	36.5	H	-
During-the-Week *	326 (F)	60.5	1,817 (G)	78.9
Not Stated	H	-	H	-
TOTAL	539 (F)	100.0	2,303 (G)	100.0

* During-the-week is defined as any duration of travel other than weekends-only.

- During-the-week travel accounted for the majority of the person-trips logged by Canadians travelling within New Brunswick (60.5%).
- The average duration of each trip taken during-the-week was 5.6 nights.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

12.8 DURATION OF STAY BY CANADIANS TRAVELLING WITHIN NEW BRUNSWICK

Table 78 Length of stay by Canadians Travelling Within New Brunswick in 1984.

(Actual and Percentage)

Length of Stay	Person-trips	
	'000	%
No Nights	H	-
1 Night	H	-
2 Nights	130 (G)	24.1
3 Nights	H	-
4 Nights	H	-
5-9 Nights	H	-
10-16 Nights	H	-
17-30 Nights	H	-
31 Nights or More	H	-
TOTAL	539 (F)	100.0

- Most of the person-trips were for two nights only (24.1% of the total person-trips).

- The total person-nights spent in New Brunswick were 2,303,000. The average duration of each trip taken by Canadians was 4.3 nights. (Total person-nights ÷ total person-trips).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

12.9 MODE OF TRANSPORTATION USED WITHIN NEW BRUNSWICK

Table 79 Mode of Transportation Used by Canadians Travelling Within New Brunswick in 1984.

(Actual and Percentage)

Transportation Mode	Person-trips '000	%
Automobile	454 (F)	84.2
Bus	H	-
Rail	H	-
Boat	H	-
Other	H	-
Air Travel (without car rental)	H	-
Air Travel (with car rental)	H	-
Not Stated	-	-
TOTAL	539 (F)	100.0

- The automobile was the primary means of transportation used by Canadians travelling within New Brunswick.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

12.10 PARTY COMPOSITION OF CANADIANS TRAVELLING WITHIN NEW BRUNSWICK

Table 80 Party Composition of Canadians Travelling Within New Brunswick in 1984.

(Actual and Percentage)

Group Composition	Person-trips	
	'000	%
One Adult	197 (G)	36.5
Two Adults	122 (G)	22.6
Three Adults	H	-
Four Adults	H	-
SUB-TOTAL OF ADULTS ONLY	336 (F)	62.3
One Adult With Children	H	-
Two Adults With Children	120 (G)	22.3
Three Adults With Children	H	-
Four Adults With Children	H	-
SUB-TOTAL OF ADULTS WITH CHILDREN	203 (G)	37.7
TOTAL	539 (F)	100.0

- Over one-half of the person-trips (62.3%) were taken by adults unaccompanied by children under 15 years of age. Of this group, 58.6% of the person-trips were taken by one adult, and 36.3% by two adults.

- The trips consisting of two adults with children accounted for 22.3% of the total person-trips.

Margin of Error

E - 5.1 - 10.0%   F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

12.11 TYPES OF ACCOMMODATIONS USED WITHIN NEW BRUNSWICK

Table 81 Types of Accommodations Used by Canadians Travelling Within New Brunswick in 1984.

(Actual and Percentage)

Accommodation Type	Person-trips		Person-nights	
(multiple counts)	'000	%	'000	%
Hotel	H	-	H	-
Motel	119 (G)	21.4	H	-
Camping	H	-	H	-
Friends and Relatives	290 (G)	52.3	1,619 (G)	70.3
Private Cottage	H	-	H	-
Commercial Cottage	H	-	H	-
Other	H	-	H	-
Not Stated	H	-	H	-
TOTAL*	555 (F)	100.0	2,303 (G)	100.0

* Given that a certain number of person-trips taken used two or more types of lodging during the course of the same trip, the total number of person-trips are therefore higher than the actual number of person-trips taken.

- The type of accommodation most frequently used was the homes of relatives and friends (52.3% of the total person-trips). This was followed by the use of motels (21.4%).

- The homes of relatives and friends were used for 70.3% of the total person-nights.

- The average duration of stay for travellers staying with relatives and friends was 5.6 nights.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

13. Details Of Expenditures Made By Canadians From Other Provinces Travelling Within New Brunswick In 1984.

13.1 COMPARISON OF EXPENDITURES BY CANADIANS TRAVELLING WITHIN NEW BRUNSWICK TO EXPENDITURES BY NEW BRUNSWICKERS TRAVELLING TO OTHER PROVINCES

Table 82 Expenditures by Canadians Travelling Within New Brunswick and New Brunswickers Travelling to Other Canadian Provinces, in 1984.

(Actual and Percentage)

Destination	Total Expenditures	
	$ '000	%
Canadians From Other Provinces to New Brunswick	100,175 (F)	36.9
New Brunswickers to Other Canadian Provinces	171,651 (E)	63.1
TOTAL	271,826	100.0

- New Brunswickers travelling to other Canadian Provinces spent more money than Canadians travelling within New Brunswick.
- The average expenditure per person-trip by New Brunswickers travelling to other Canadian Provinces was $253, whereas Canadians travelling within New Brunswick averaged $186 per person-trip.
- The average expenditure per person-night by New Brunswickers travelling to other Canadian Provinces was $58, whereas Canadians travelling within New Brunswick averaged $43 per person-night. Both groups of people stayed an average of 4 nights.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

13.2 QUARTERLY RESULTS OF EXPENDITURES WITHIN NEW BRUNSWICK

Table 83 Expenditures by Canadians Travelling Within New Brunswick in 1984, Reported Quarterly.

(Actual and Percentage)

Quarter	Total Expenditures	
	$'000	%
1st Quarter	7,611 (G)	7.6
2nd Quarter	14,039 (G)	14.0
3rd Quarter	62,018 (F)	61.9
4th Quarter	16,507 (G)	16.5
TOTAL	100,175 (F)	100.0

- The expenditures by Canadians travelling within New Brunswick were highest in the third quarter (61.9% of the total expenditures). The expenditures during the remainder of the year were as follows: the fourth quarter (16.5%); the second quarter (14.0%); and the first quarter (7.6%).
- The greatest percentage of person-trips and person-nights occurred in the third quarter. This quarter also realized the greatest expenditures.
- In the third quarter, the average expenditures per person-trip were $262.79, and the average expenditures per person-night were $41.62.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

13.3 EXPENDITURES BY CANADIANS TRAVELLING IN THE VARIOUS TOURISM REGIONS WITHIN NEW BRUNSWICK

Table 84 Expenditures by Canadians Travelling in the Various Tourism Regions Within New Brunswick in 1984.

(Actual and Percentage)

Tourism Region of Destination	Total Expenditures $ '000	%	Expenditures For Overnight Trips $ '000	%
(1) Restigouche	1,996 (G)	2.0	1,682 (G)	1.7
(2) St. John River	24,610 (F)	24.6	24,450 (F)	25.0
(3) Fundy	26,144 (F)	26.1	25,932 (F)	26.5
(4) Acadian Shore North	4,983 (G)	5.0	4,983 (G)	5.1
(5) Acadian Shore South	38,448 (F)	38.4	36,907 (F)	37.7
(6) Miramichi	1,156 (G)	1.1	1,122 (G)	1.1
Tourism Region Not Stated	2,838 (G)	2.8	2,833 (G)	2.9
TOTAL	100,175 (F)	100.0	97,909 (F)	100.0

- The Acadian Shore South tourism region received the largest percentage of the total expenditures by Canadians travelling within the Province. The Miramichi tourism region received the smallest percentage, only 1.1%.
- The average expenditure per person-trip was $168 for the Acadian Shore South tourism region and $172 for the St. John River tourism region.
- The average expenditure per person-trip by Canadians travelling within New Brunswick was $186.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

13.4 EXPENDITURES ACCORDING TO THE PROVINCE OF ORIGIN OF CANADIANS TRAVELLING WITHIN NEW BRUNSWICK

Table 85 Expenditures According to the Province of Origin of Canadians Travelling Within New Brunswick in 1984.

(Actual and Percentage)

Province of Origin	Total Expenditures $'000	%
Newfoundland	H	-
Prince Edward Island	8,776 (G)	8.8
Nova Scotia	23,832 (F)	23.8
Quebec	23,076 (F)	23.0
Ontario	36,624 (F)	36.6
Manitoba	H	-
Saskatchewan	H	-
Alberta	3,160 (G)	3.2
British Columbia	2,328 (G)	2.3
Not Stated	H	-
TOTAL	100,175 (F)	100.0

- Travellers from Ontario accounted for the largest percentage (36.6%) of the total expenditures by Canadians travelling within New Brunswick. This was followed by travellers from Nova Scotia (23.8%) and Quebec (23.0%).

Margin of Error

E - 5.1 - 10.0%   F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

13.5 EXPENDITURES ACCORDING TO CANADIANS' PRIMARY PURPOSE FOR TRAVEL WITHIN NEW BRUNSWICK

Table 86 Expenditures According to Canadians' Primary Purpose for Travel Within New Brunswick in 1984.

(Actual and Percentage)

Primary Purpose	Total Expenditures		Expenditures For Overnight Trips	
	$'000	%	$'000	%
Visit Friends/Relatives	48,433 (F)	48.3	48,186 (F)	49.2
Pleasure	21,919 (F)	21.9	21,017 (F)	21.5
Personal	10,378 (G)	10.4	9,719 (G)	9.9
Business	19,181 (F)	19.1	18,726 (F)	19.1
A Convention	H	-	H	-
Not Stated	H	-	H	-
TOTAL	100,175 (F)	100.0	97,909 (F)	100.0

- Expenditures were highest for trips to visit friends and relatives (48.3% of the total expenditures). This was followed by pleasure trips (21.9%) and business trips (19.1%).

- The average expenditure per person-trip was $228 for trips to visit friends and relatives and $142 for pleasure trips.

Margin of Error

E - 5.1 - 10.0%   F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

13.6 EXPENDITURES FOR ACTIVITIES BY CANADIANS TRAVELLING WITHIN NEW BRUNSWICK

Table 87 Expenditures for Activities by Canadians Travelling Within New Brunswick in 1984.

(Actual and Percentage)

Activities (Multiple Counts)	Total Expenditures $'000		Total Expenditures %	Expenditures For Overnight Trips $'000		Expenditures For Overnight Trips %
Visit Friends/Relatives	63,707	(F)	22.1	63,167	(F)	22.1
Shopping	46,013	(F)	16.0	44,605	(F)	15.6
Sightseeing/Touring	37,967	(F)	13.2	37,845	(F)	13.3
Attend Cultural Event/ Activity	6,832	(G)	2.4	6,832	(G)	2.4
Nightlife/Recreation	15,547	(F)	5.4	15,455	(F)	5.4
Visit Zoo/Historical Site/ Natural Display	21,735	(F)	7.5	21,720	(F)	7.6
Visit National/Provincial/ Regional Park	24,130	(F)	8.4	24,130	(F)	8.5
Attend Sports Activity	12,203	(G)	4.2	12,123	(G)	4.3
Participate in Sports/ Outdoor Activities	7,841	(G)	2.7	7,839	(G)	2.7
Swimming	21,939	(F)	7.6	21,939	(F)	7.7
Other Water Sports	1,489	(G)	0.5	1,489	(G)	0.5
Hunting or Fishing	3,446	(G)	1.2	3,446	(G)	1.2
Cross-Country Skiing	H		-	H		-
Other Activities	3,530	(G)	1.2	3,528	(G)	1.2
None of the Above	13,587	(G)	4.7	13,143	(G)	4.6
Local Festivals or Events	6,989	(G)	2.4	6,944	(G)	2.4
Attend Events related to Pope's visit	H		-	H		-
TOTAL	287,950	(E)	100.0	285,198	(E)	100.0

Margin of Error

E - 5.1 - 10.0%   F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

- Canadians spent more money visiting friends and relatives than on any other activity. Shopping and sightseeing accounted for the next greatest expenditures.

- The average expenditure for visiting friends and relatives was $197. Shopping trips averaged $217 and sightseeing trips averaged $253.

13.7 EXPENDITURES FOR WEEKEND-ONLY AND DURING-THE-WEEK TRAVEL WITHIN NEW BRUNSWICK

Table 88 Expenditures for Weekend-Only Versus During-the-Week Travel by Canadians Travelling Within New Brunswick in 1984.

(Actual and Percentage)

Period	Total Expenditures $'000	Total Expenditures %	Expenditures For Overnight Trips $'000	Expenditures For Overnight Trips %
Weekend - Only	24,293 (F)	24.3	23,453 (F)	23.9
During-the-Week*	74,640 (F)	74.5	73,214 (F)	74.8
Not Stated	1,242 (G)	1.2	1,242 (G)	1.3
TOTAL	100,175 (F)	100.0	97,909 (F)	100.0

* During-the-week is defined as any duration of travel other than weekends-only.

- The expenditures for during-the-week travel were higher (74.5% of the total expenditures) than the expenditures for weekend-only travel (24.3%).

- The average expenditure per person-trip was $123. for weekend-only trips and $229 for during-the-week trips.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

13.8 EXPENDITURES ACCORDING TO THE DURATION OF STAY BY CANADIANS TRAVELLING WITHIN NEW BRUNSWICK

Table 89 Expenditures According to the Length of Stay by Canadians Travelling Within New Brunswick in 1984.

(Actual and Percentage)

Length of Stay	Total Expenditures	
	$'000	%
No Nights	2,266 (G)	2.3
1 Night	6,261 (G)	6.3
2 Nights	17,665 (F)	17.6
3 Nights	8,104 (G)	8.1
4 Nights	3,583 (G)	3.6
5-9 Nights	32,212 (F)	32.2
10-16 Nights	23,643 (F)	23.6
17-30 Nights	5,460 (G)	5.5
31 or More Nights	H	-
TOTAL	100,175 (F)	100.0

- The trips of five to nine nights duration accounted for 32.2% of the total expenditures.

- The trips of 10 to 16 nights duration accounted for 23.6% of the total expenditures.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

13.9 EXPENDITURES ACCORDING TO THE MODE OF TRANSPORTATION USED BY CANADIANS WHILE TRAVELLING WITHIN NEW BRUNSWICK

Table 90 Expenditures According to the Mode of Transportation Used by Canadians Travelling Within New Brunswick in 1984.

(Actual and Percentage)

Transportation Mode	Total Expenditures $'000	Total Expenditures %	Expenditures For Overnight Trips $'000	Expenditures For Overnight Trips %
Automobile	87,996 (F)	87.8	85,849 (F)	87.7
Bus	H	-	H	-
Rail	1,488 (G)	1.5	1,488 (G)	1.5
Boat	H	-	H	-
Other	H	-	H	-
Air Travel (without car rental)	5,241 (G)	5.2	5,141 (G)	5.3
Air Travel (with car rental)	4,570 (G)	4.6	4,570 (G)	4.7
Not Stated	H	-	-	-
TOTAL	100,175 (F)	100.0	97,909 (F)	100.0

- The trips by automobile accounted for 87.8% of the total expenditures.
- The average expenditure per person-trip for those travelling by automobile was $194.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

13.10 EXPENDITURES ACCORDING TO ACCOMMODATIONS USED WHILE TRAVELLING WITHIN NEW BRUNSWICK

Table 91 Expenditures According to Accommodations Used by Canadians Travelling Within New Brunswick in 1984.

(Actual and Percentage)

Accommodation Type (multiple counts)	Total Expenditures $'000	%
Hotel	22,713 (F)	18.3
Motel	29,329 (F)	23.6
Camping	4,854 (G)	3.9
Friends and Relatives	57,223 (F)	46.1
Private Cottage	2,823 (G)	2.3
Commercial Cottage	4,867 (G)	3.9
Other	1,574 (G)	1.3
Not Stated	H	-
TOTAL	124,160 (F)	100.0

- The type of accommodation most frequently used by Canadians travelling within the Province was the homes of friends and relatives. This group of travellers had the highest expenditures (46.1% of the total expenditures).
- Travellers using hotels, motels, and commercial cottages accounted for 45.8% of the total expenditures.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

13.11 EXPENDITURES ACCORDING TO THE ACCOMMODATIONS USED WHILE TRAVELLING IN THE VARIOUS TOURISM REGIONS

Table 92 Expenditures According to Accommodations Used by Canadians Travelling in the Various Tourism Regions in 1984.

(Actual and Percentage)

Accommodation Type (multiple counts)	St. John River Total Expenditures $'000	%	Fundy Total Expenditures $'000	%	Acadian Shore North Total Expenditures $'000	%	Acadian Shore South Total Expenditures $'000	%
Hotel	4,800 (G)	17.2	8,924 (G)	26.8	H	-	8,136 (G)	15.9
Motel	6,897 (G)	24.7	5,004 (G)	15.0	1,772 (G)	33.1	14,876 (G)	29.0
Camping	H	-	H	-	H	-	3,212 (G)	6.3
Friends and Relatives	8,827 (G)	31.6	19,014 (F)	57.2	2,728 (G)	50.9	22,466 (F)	43.8
Private Cottage	1,517 (G)	5.4	H	-	H	-	H	-
Commercial Cottage	4,550 (G)	16.3	-	-	-	-	H	-
Other	H	-	H	-	H	-	H	-
Not Stated	H	-	H	-	-	-	H	-
TOTAL	27,948 (F)	100.0	33,253 (F)	100.0	5,361 (G)	100.0	51,248 (F)	100.0

Note: The expenditures for the Restigouche and Miramichi tourism regions have a coefficient of varation in the range of 25.1% or more. These figures are too insignificant to be released.

- Travellers who stayed with friends and relatives accounted for the greatest expenditures in each region.

- Travellers who stayed with friends and relatives in the Acadian Shore South tourism region spent the most, $22,466,000.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

13.12 REPORTED EXPENDITURES BY CANADIANS TRAVELLING WITHIN NEW BRUNSWICK

Table 93 Reported Expenditures by Type for Canadians Travelling Within New Brunswick in 1984.

(Actual and Percentage)

Type of Expenditure	Total Expenditures		Expenditures For Overnight Trips	
	$'000	%	$'000	%
Private Transportation	34,056 (F)	34.0	34,056 (F)	34.8
Local Transit	2,706 (G)	2.7	2,538 (G)	2.6
Accommodation	14,771 (G)	14.7	14,757 (G)	15.1
Food and Beverage	22,905 (F)	22.9	22,169 (F)	22.6
Recreation & Entertainment	10,402 (G)	10.4	10,245 (G)	10.5
Other	15,335 (F)	15.3	14,144 (G)	14.4
TOTAL	100,175 (F)	100.0	97,909 (F)	100.0

- The highest reported expenditures were for private transportation (34.0% of the total expenditures) followed by food and beverage (22.9%).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

14. Socio-Economic Information For Canadians From Other Provinces Travelling Within New Brunswick In 1984.

14.1 MALE AND FEMALE TRAVELLERS WITHIN NEW BRUNSWICK

Table 94 Trips by Male and Female Canadians Travelling Within New Brunswick in 1984.

(Actual and Percentage)

Gender	Person-trips '000	Person-trips %
Male	234 (G)	43.4
Female	209 (G)	38.8
Unknown/Under 15 Years	H	-
TOTAL	539 (F)	100.0

- There were more males travelling to New Brunswick than females, 43.4% and 38.8% of the total person-trips, respectively. Male and female travellers under 15 years of age accounted for 17.8% of the total person-trips.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

14.2 MARITAL STATUS OF CANADIANS TRAVELLING WITHIN NEW BRUNSWICK

Table 95 Marital Status of Canadians Travelling Within New Brunswick in 1984.

(Actual and Percentage)

Marital Status	Person-trips '000	 %
Married or Common Law	295 (G)	54.7
Single, Never Married	209 (G)	38.8
Widowed	H	-
Separated or Divorced	H	-
TOTAL	539 (F)	100.0

- The majority of the person-trips were made by people who were married or living common law, 54.7% of the total person-trips. Travellers who were single accounted for 38.8%.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

14.3 AGE OF CANADIANS TRAVELLING WITHIN NEW BRUNSWICK

Table 96 Age of Canadians Travelling Within New Brunswick in 1984.

(Actual and Percentage)

Age Group	Person-trips	
	'000	%
Not Stated/Under 15	H	-
15-17 Years	H	-
18-19 Years	H	-
20-24 Years	H	-
25-34 Years	114 (G)	21.2
35-44 Years	110 (G)	20.4
45-54 Years	H	-
55-64 Years	H	-
65-69 Years	H	-
70 Years and Over	H	-
TOTAL	539 (F)	100.0

- The greatest number of person-trips were made by travellers between the ages of 25 and 34 years followed by those between 35 and 44 years. These age groups accounted for 21.2% and 20.4% of the total person-trips, respectively.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

14.4 EDUCATION LEVEL OF CANADIANS TRAVELLING WITHIN NEW BRUNSWICK

Table 97 Education Level of Canadians Travelling Within New Brunswick in 1984.

(Actual and Percentage)

Education Level	Person-trips	
	'000	%
1 - 8 Years	H	-
Some Secondary	202 (G)	37.5
Some Post-Secondary	H	-
Post-Secondary Certificate/Diploma	H	-
University Degree	H	-
Not Stated/Under 15 years	H	-
TOTAL	539 (F)	100.0

- The greatest number of person-trips were made by travellers with some secondary education (37.5% of the total person-trips).

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

14.5 EXPENDITURES BY MALE AND FEMALE CANADIANS TRAVELLING WITHIN NEW BRUNSWICK

Table 98 Expenditures by Male and Female Canadians Travelling Within New Brunswick in 1984.

(Actual and Percentage)

Gender	Total Expenditures		Expenditures For Overnight Trips	
	$'000	%	$'000	%
Male	41,673 (F)	41.6	40,544 (F)	41.4
Female	35,207 (F)	35.1	34,424 (F)	35.2
Unknown/Under 15 Years	23,295 (F)	23.3	22,941 (F)	23.4
TOTAL	100,175 (F)	100.0	97,909 (F)	100.0

- The expenditures by males were higher than those of females, 41.6% and 35.1% of the total expenditures, respectively.
- The average expenditure per person-trip was as follows: males spent $178.09 and females spent $168.45.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

14.6 EXPENDITURES ACCORDING TO MARITAL STATUS OF CANADIANS TRAVELLING WITHIN NEW BRUNSWICK

Table 99 Expenditures According to Marital Status of Canadians Travelling Within New Brunswick in 1984.

(Actual and Percentage)

Marital Status	Total Expenditures		Expenditures For Overnight Trips	
	$'000	%	$'000	%
Married or Common Law	59,189 (F)	59.1	57,987 (F)	59.2
Single, Never Married	37,028 (F)	37.0	36,204 (F)	37.0
Widowed	H	-	H	-
Separated or Divorced	3,381 (G)	3.4	3,162 (G)	3.2
TOTAL	100,175 (F)	100.0	97,909 (F)	100.0

- The highest expenditures were reported by travellers who were married or living common law. They accounted for 59.1% of the total expenditures.

- The average expenditure per person-trip by travellers who were married or living common law was $200.64. Travellers who were single averaged $177.17.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

14.7 EXPENDITURES ACCORDING TO AGE GROUP OF CANADIANS TRAVELLING WITHIN NEW BRUNSWICK

Table 100 Expenditures According to Age Groups of Canadians Travelling Within New Brunswick in 1984.

(Actual and Percentage)

Age Group	Total Expenditures $'000	Total Expenditures %	Expenditures For Overnight Trips $'000	Expenditures For Overnight Trips %
Not Stated/Under 15	23,296 (F)	23.3	22,940 (F)	23.4
15-17 Years	1,205 (G)	1.2	H	-
18-19 Years	1,139 (G)	1.1	1,130 (G)	1.2
20-24 Years	8,575 (G)	8.6	8,479 (G)	8.7
25-34 Years	17,650 (F)	17.6	17,173 (F)	17.5
35-44 Years	31,454 (F)	31.4	30,997 (F)	31.7
45-54 Years	7,312 (G)	7.3	6,872 (G)	7.0
55-64 Years	7,225 (G)	7.2	7,180 (G)	7.3
65-69 Years	H	-	H	-
70 Years and Over	1,506 (G)	1.5	1,464 (G)	1.5
TOTAL	100,175 (F)	100.0	97,909 (F)	100.0

- Three age groups accounted for the highest expenditures: those between 35 and 44 years (31.4% of the total expenditures); those under 15 years (23.3%); and those between 25 and 34 years (17.6%).

- The average expenditure per person-trip by travellers 35 to 44 years of age was $285.95. Travellers 25 to 34 years of age averaged $154.82.

Margin of Error

E - 5.1 - 10.0% F - 10.1 - 16.5%
G - 16.6 - 25.0% (to be used with caution)
H - over 25.0% (data not released)

Source: Canadian Travel Survey, 1984.

15. Appendices

15.1 Census Data For The Province of New Brunswick, 1981

Males, 15 years and over	254,010
Females, 15 years and over	261,935
Males and Females, under 15 years	180,455
Total Population	696,400

Reference: Statistics Canada 1981 Census, Publication Number 92-915, Labour Force Activity

Married or Separated	329,955
Single, never married	322,965
Widowed	33,705
Divorced	9,775
Total Population	696,400

Reference: Statistics Canada 1981 Census, Publication Number 92-901, Age, Sex, and Marital Status

Statistics Canada Statistique Canada

CONFIDENTIAL
when completed

Authority – Statistics Act, Statutes of Canada 1970-71-72, Chapter 15

TRAVEL SURVEY (FOURTH QUARTER)

1 | 0 | 6 | Form No.
2 ☐☐☐☐☐☐ Docket No
3 | 0 | 1 | 8 | 5 | Survey Date
4 ☐☐☐☐☐ Assignment No
5 ☐☐ HRD page line No
6 ☐☐ Household Size
7 Given Name
8 Surname

INTRODUCTION AT TIME OF LABOUR FORCE SURVEY

. . . has been randomly selected from your household as a respondent for the 1984 Travel Survey. This survey is being conducted in order to obtain information on travel and tourism, one of Canada's major industries.

I would like to ask whether . . . took any trips which ended during the three month period from October 1st to December 31, 1984. By trip I mean each time . . . went to a place 50 miles (80 km) or more away from home and then returned. Do not include trips . . . took:

as a member of an operating crew of a bus, plane, truck, etc.,
commuting to work or school;
moving to a new residence.

9. DID . . . TAKE ANY TRIPS OF 50 MILES (80 KM) OR MORE WHICH ENDED DURING THE THREE MONTH PERIOD, OCTOBER 1ST TO DECEMBER 31, 1984?

Yes [1] ○ No [2] ○

IF SELECTED RESPONDENT IS NOT AVAILABLE, MAKE AN APPOINTMENT TO INTERVIEW THE SELECTED RESPONDENT AS PER THE INSTRUCTIONS IN YOUR INTERVIEWER'S MANUAL.

Date	Time
Call Back:	Call Back:
Address	Telephone No.

Go to Question 29.

INTRODUCTION AT TIME OF PERSONAL OR TELEPHONE INTERVIEW

You have been randomly selected from your household as a respondent for the 1984 Travel Survey. This survey is being conducted in order to obtain information on travel and tourism, one of Canada's major industries.

I would like to ask some questions about any trips you may have taken which ended during the three month period from October 1st to December 31, 1984. By trip I mean each time you travelled to a place 50 miles (80 km) or more away from your home and then returned. Please do not include any trips you took:

as a member of an operating crew of a bus, plane, truck, etc.;
commuting to work or school;
moving to a new residence.

10. IN TOTAL, HOW MANY TRIPS OF 50 MILES (80 KM) OR MORE DID YOU TAKE WHICH ENDED DURING THE THREE MONTH PERIOD, OCTOBER 1ST TO DECEMBER 31, 1984?

ENTER NUMBER OF TRIPS ☐☐

8-5400-27 27.9.84 TB/CT – REG 8102503

Canadä

TRIP 1

BEGINNING WITH THE FIRST TRIP THAT ENDED DURING THIS PERIOD:

11. WHERE DID YOU LIVE WHEN YOU TOOK THIS TRIP?

______________ (Nearest) CITY/TOWN

______________ PROVINCE

☐☐☐☐☐☐☐ FOR OFFICE USE ONLY

12. WHAT WAS YOUR DESTINATION ON THIS TRIP? *(If the respondent went to more than one place on this trip, enter name of place that is furthest from his/her home)*

______________ (Nearest) CITY/TOWN

______________ PROVINCE/STATE

______________ COUNTRY (if outside Canada)

☐☐☐☐☐☐☐ FOR OFFICE USE ONLY

13. APPROXIMATELY HOW FAR FROM YOUR HOME IS ______? *(REPEAT DESTINATION FROM QUESTION 12)*

Miles. . . . . 1○

Kilometres. . . . . . . 2○

Enter number ☐☐☐☐

14. INCLUDING YOURSELF, HOW MANY PEOPLE NOW LIVING IN THIS HOUSEHOLD WENT ON THIS TRIP?

under 15 years ☐☐

15 years and over ☐☐

15. WAS THIS A WEEK-END TRIP?

Yes 1○ No 2○

16. HOW MANY NIGHTS WERE YOU AWAY FROM HOME ON THIS TRIP?

Enter number ☐☐☐ *If 000 go to 19*

17. IN WHICH PROVINCES, TERRITORIES, OR OTHER COUNTRIES DID YOU STAY OVERNIGHT AND HOW MANY NIGHTS DID YOU SPEND IN EACH ONE?

Newfoundland . . . 01	☐☐☐	Saskatchewan 08	☐☐☐
P.E.I. 02	☐☐☐	Alberta 09	☐☐☐
Nova Scotia 03	☐☐☐	British Columbia 10	☐☐☐
New Brunswick . . . 04	☐☐☐	N.W.T. or Yukon. . . . 11	☐☐☐
Quebec 05	☐☐☐		
Ontario 06	☐☐☐	United States 12	☐☐☐
Manitoba. 07	☐☐☐	All other countries. . . 13	☐☐☐

18. IN WHAT TYPES OF ACCOMMODATION DID YOU STAY AND HOW MANY NIGHTS DID YOU SPEND IN EACH TYPE?

Hotel *(including tourist homes)* 1	☐☐☐
Motel 2	☐☐☐
Camping or trailer park. 3	☐☐☐
Home of friends or relatives. 4	☐☐☐
Private cottage or vacation home 5	☐☐☐
Commercial cottage or cabin 6	☐☐☐
Other *(hostels, universities, etc.)*. 7	☐☐☐

19. WHAT MEANS OF TRANSPORTATION DID YOU USE TO TRAVEL THE GREATEST DISTANCE ON THIS TRIP? *Include as "auto" motor homes, jeeps, trucks, vans and campers. Include as "other" motorcycles and bicycles. (Mark one only.)*

Automobile 1○ Rail 3○ Other 5○

Bus 2○ Boat 4○

Air 6○ ——→ Did you rent a car? Yes 7○ No 8○

20. WHAT WAS THE MAIN REASON FOR TAKING THIS TRIP? *(Mark one only)*

Visiting friends/relatives 1○ Pleasure 2○ Personal 3○

Business 4○ A convention 5○

↓ Was it to attend a convention? Yes 6○ No 7○

21. ON THIS TRIP, DID YOU PARTICIPATE IN ANY OF THE FOLLOWING ACTIVITIES? *(Read list and mark all that apply)*

Visiting friends or relatives. . . . . 01○	Attend sports events . . . . 09○
Local festivals or events . . . . 02○	Participate in sports or outdoor activity *(specify)* 10○
Shopping. . . . . 03○	Swimming . . . . 11○
Sightseeing. . . . . 04○	Other water sports. . . . . 12○
Attend cultural events . . . . 05○	Hunting or fishing . . . . . 13○
Nightlife/recreational activities . . . . 06○	Cross country skiing. . . . 14○
Visit zoo/historic site/natural display . . . . . 07○	Downhill skiing. . . . . . . 15○
Visit a National, Provincial or Regional Park . . . . 08○	Other . . . . 16○

None of the above 17○

22. *IF "VISIT NATIONAL, PROVINCIAL OR REGIONAL PARK" MARKED IN 21 ASK:* **WHAT WAS THE NAME OF THE NATIONAL PARK(S) YOU VISITED?**

enter code(s) ☐☐ ☐☐ ☐☐ ☐☐

Did not visit a National Park . . . 99○

23. INCLUDING CHARGES ON CREDIT CARDS, HOW MUCH DID YOU PERSONALLY SPEND ON THIS TRIP FOR ____________?

Prepaid packages (i.e. package tours). 1	$ ☐☐☐☐ .00
Transportation to and from destination 2	$ ☐☐☐☐ .00
Local transportation (i.e. taxis, bus, etc.) 3	$ ☐☐☐☐ .00
Accommodation 4	$ ☐☐☐☐ .00
Food and beverages 5	$ ☐☐☐☐ .00
Recreation and entertainment 6	$ ☐☐☐☐ .00
Other (souvenirs, etc.) 7	$ ☐☐☐☐ .00
Total (if no breakdown given) 8	$ ☐☐☐☐ .00

24. IN WHICH MONTH DID THIS TRIP END?

October 1○ November 2○ December 3○

25. HOW MANY OTHER TRIPS IDENTICAL TO THIS ONE DID YOU TAKE DURING THE PERIOD OCTOBER 1ST TO DECEMBER 31, 1984?

None 1○ *Go to 27* OR *(Enter number)* ☐☐

26. DID ANY OF THESE TRIPS END IN . . . .?

October 1○ November 2○ December 3○

27. INTERVIEWER CHECK ITEM:

If last trip . . . . 1○ *Go to 29*

Otherwise . . . . 2○ *Go to TRIP 2*

TRIP 8

CONTINUING WITH THE NEXT TRIP

11. WHERE DID YOU LIVE WHEN YOU TOOK THIS TRIP?

______________ (nearest) CITY/TOWN

______________ PROVINCE

☐☐☐☐☐☐☐ FOR OFFICE USE ONLY

12. WHAT WAS YOUR DESTINATION ON THIS TRIP? *(If the respondent went to more than one place on this trip, enter name of place that is furthest from his/her home)*

______________ (Nearest) CITY/TOWN

______________ PROVINCE/STATE

______________ COUNTRY (if outside Canada)

☐☐☐☐☐☐☐ FOR OFFICE USE ONLY

13. APPROXIMATELY HOW FAR FROM YOUR HOME IS ______? *(REPEAT DESTINATION FROM QUESTION 12)*

Miles. . . . . ^{1}○
Kilometres. . . . . . . ^{2}○
Enter number ☐☐☐☐

14. INCLUDING YOURSELF, HOW MANY PEOPLE NOW LIVING IN THIS HOUSEHOLD WENT ON THIS TRIP?

under 15 years ☐☐   15 years and over ☐☐

15. WAS THIS A WEEK-END TRIP?

Yes ^{1}○   No ^{2}○

16. HOW MANY NIGHTS WERE YOU AWAY FROM HOME ON THIS TRIP?

Enter number ☐☐☐ *If 000 go to 19*

17. IN WHICH PROVINCES, TERRITORIES, OR OTHER COUNTRIES DID YOU STAY OVERNIGHT AND HOW MANY NIGHTS DID YOU SPEND IN EACH ONE?

Newfoundland . . . 01	☐☐☐	Saskatchewan 08	☐☐☐
P.E.I. 02	☐☐☐	Alberta 09	☐☐☐
Nova Scotia 03	☐☐☐	British Columbia 10	☐☐☐
New Brunswick . . . 04	☐☐☐	N.W.T. or Yukon 11	☐☐☐
Quebec 05	☐☐☐		
Ontario 06	☐☐☐	United States 12	☐☐☐
Manitoba 07	☐☐☐	All other countries. . . 13	☐☐☐

18. IN WHAT TYPES OF ACCOMMODATION DID YOU STAY AND HOW MANY NIGHTS DID YOU SPEND IN EACH TYPE?

Hotel *(including tourist homes)* 1	☐☐☐
Motel 2	☐☐☐
Camping or trailer park. 3	☐☐☐
Home of friends or relatives. 4	☐☐☐
Private cottage or vacation home 5	☐☐☐
Commercial cottage or cabin 6	☐☐☐
Other *(hostels, universities, etc.)*. 7	☐☐☐

19. WHAT MEANS OF TRANSPORTATION DID YOU USE TO TRAVEL THE GREATEST DISTANCE ON THIS TRIP? *Include as "auto" motor homes, jeeps, trucks, vans and campers. Include as "other" motorcycles and bicycles. (Mark one only.)*

Automobile ^{1}○   Rail ^{3}○   Other ^{5}○

Bus ^{2}○   Boat ^{4}○

Air ^{6}○ ——→ Did you rent a car? Yes ^{7}○   No ^{8}○

20. WHAT WAS THE MAIN REASON FOR TAKING THIS TRIP? *(Mark one only)*

Visiting friends/relatives ^{1}○   Pleasure ^{2}○   Personal ^{3}○

Business ^{4}○   A convention ^{5}○

Was it to attend a convention? Yes ^{6}○   No ^{7}○

21. ON THIS TRIP, DID YOU PARTICIPATE IN ANY OF THE FOLLOWING ACTIVITIES? *(Read list and mark all that apply)*

Visiting friends or relatives.	^{01}○	Attend sports events	^{09}○
Local festivals or events	^{02}○	Participate in sports or outdoor activity *(specify)*	^{10}○
Shopping.	^{03}○	Swimming	^{11}○
Sightseeing.	^{04}○	Other water sports.	^{12}○
Attend cultural events	^{05}○	Hunting or fishing	^{13}○
Nightlife/recreational activities	^{06}○	Cross country skiing. . . .	^{14}○
Visit zoo/historic site/natural display	^{07}○	Downhill skiing.	^{15}○
Visit a National, Provincial or Regional Park	^{08}○	Other	^{16}○

None of the above ^{17}○

22. *IF "VISIT NATIONAL, PROVINCIAL OR REGIONAL PARK" MARKED IN 21 ASK:* **WHAT WAS THE NAME OF THE NATIONAL PARK(S) YOU VISITED?**

enter code(s) ☐☐ ☐☐ ☐☐ ☐☐

Did not visit a National Park . . . ^{99}○

23. INCLUDING CHARGES ON CREDIT CARDS, HOW MUCH DID YOU PERSONALLY SPEND ON THIS TRIP FOR ________?

Prepaid packages (i.e. package tours) 1	$ _____ .00
Transportation to and from destination 2	$ _____ .00
Local transportation (i.e. taxis, bus, etc.) . . . 3	$ _____ .00
Accommodation 4	$ _____ .00
Food and beverages 5	$ _____ .00
Recreation and entertainment 6	$ _____ .00
Other (souvenirs, etc.) 7	$ _____ .00
Total (if no breakdown given) 8	$ _____ .00

24. IN WHICH MONTH DID THIS TRIP END?

October ^{1}○   November ^{2}○   December ^{3}○

25. HOW MANY OTHER TRIPS IDENTICAL TO THIS ONE DID YOU TAKE DURING THE PERIOD OCTOBER 1ST TO DECEMBER 31, 1984?

None ^{1}○ *Go to 27*   OR   *(Enter number)* ☐☐

26. DID ANY OF THESE TRIPS END IN . . . .?

October ^{1}○   November ^{2}○   December ^{3}○

27. INTERVIEWER CHECK ITEM:

Last trip . . . . ^{1}○ *Go to 29*

29. DURING THE NINE MONTH PERIOD FROM JANUARY 1st 1984 TO SEPTEMBER 30, 1984, DID . . . TAKE ANY NON-BUSINESS TRIP(S) OF AT LEAST 1 NIGHT AND 50 MILES (80 KM) FROM HOME TO A DESTINATION

	Yes	No
. . . Within the province	^{1}○	^{2}○
To some other province(s)	^{3}○	^{4}○
. . . To the United States	^{5}○	^{6}○
To a foreign country other than the United States.	^{7}○	^{8}○

30. FOR THE YEAR 1984, IN WHICH OF THE FOLLOWING RANGES WAS YOUR TOTAL HOUSEHOLD INCOME BEFORE TAXES AND DEDUCTIONS? INCLUDE INCOME FROM WAGES, SALARIES, TIPS, COMMISSIONS, PENSIONS, INTEREST AND RENTS, ETC.

Less than $9,000	^{1}○	$20,000 to $24,999	^{4}○	$35,000 to $39,999	^{7}○
$9,000 to $14,999	^{2}○	$25,000 to $29,999 . .	^{5}○	$40,000 to $44,999	^{8}○
$15,000 to $19,999	^{3}○	$30,000 to $34,999 . . .	^{6}○	$45,000 and over . .	^{9}○
		Not Stated	^{0}○		

31. HOW MANY PEOPLE CONTRIBUTED TO THIS HOUSEHOLD INCOME?

One	^{1}○	Three	^{3}○
Two	^{2}○	Four or more	^{4}○

32. WHAT IS THE LANGUAGE . . . FIRST LEARNED IN CHILDHOOD AND STILL UNDERSTANDS?

English ^{1}○ French ^{2}○ Other ^{3}○

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